# PRINTERS' INK

A JOURNAL FOR ADVERTISERS

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# War Time Service the Note of St. Louis Convention

Speakers Tell Part Business Men Must Play in Order to Back Up the Nation

Special Wire to Printers' Ink.

N his fine patriotic address at the opening of the convention on Sunday afternoon, United States Senator Hiram W. Johnson, former Governor of California, showed advertising men how they could help in the present crisis.

Business men, he emphasized, would be called upon to play a vitally important part in winning

victory. He said:

"You of the advertising world are the pioneers in the development of business, you are in the vanguard of progress, discovering new fields of endeavor and wider possibilities of development. You are in reality the men of business, unafraid, who, with unerring instinct and intuitive initiative, explore hitherto unknown paths, bringing legitimate business finally into its fulness and fruition.

"Industry, commerce and business are the life of a nation and make the nation prosperous and powerful. You make commerce and business prosperous and powerful; and have become an integral and important part of our business world and, indeed, of our

social economy.

"Advertising supplies the red corpuscles to the arteries of trade. In speaking to you, therefore, I do not address alone an organization devoted to one specific purpose, but I speak as well to that which is indissolubly commingled

with the nation's life and the nation's prosperity.

"Of our young men we are demanding the supreme sacrifice. The business interests of the nation must bear their burden. Business must pursue its even tenor, follow its usual course, unafraid, just as our lads, unafraid, go to the flaming line of steel in France.

"While our boys shed their blood without hope of gain, great profits must not be made out of this war. Speculation in what may be essential cannot be permitted. Legitimate business, of course, shall flow on without interference except when essential to contribute to the general wel-

"Service and sacrifice—these are the watchwords now. Possibly maximum sacrifices must be made that out of all shall come tranquility and security, and permanent prosperity and a lasting and just world peace.

The business sacrifices required are but transitory and temporary. The human lives sacrificed are lost forever and the hurt can never be repaired.

"I have watched your organization with its ever increasing strength and power. I have seen it at close range. I have seen it build upon a rock and I know it will endure.

"Such an organization as yours, without ethics, without militancy for the right and obstinacy against the wrong, would be a menace to business. If your tenets were

that might is right, that successful fraud is ever to be followed and applauded and dishonesty denounced only when unprofitable, soon your hand would be against every man and every man's hand against you.'

In similar strain, Governor Frederick E. Gardner, of Missouri, delivered his address of welcome. He assumed that advertising men were ready and eager to do their share in the war.

What service can you render?" he asked. "Closed shops do not pay incomes. Paupers and bankrupts do not leave inheritances to their families. Silent factories will not pay excess profits. may not have a son to give. You But you may not go yourself. have your opportunity. You must be the sunshine, you must be the creative genius, you must be the everlasting stimulus to business that the steady, unbroken flow of gold toward Washington may be continued, and humanity win the victory. By so doing you will not only write advertisements-you will write history."

These solemn addresses opened a convention of sober earnestness.

Proving that advertising lowers the cost of distribution was left in large part for the departmental and inter-departmental sessions. In the general sessions the speakers pledged the aid of advertising for the war tasks of the country and pointed out some of the channels in which this aid may be ap-

As many expected in these abnormal times, the convention is not as large as that in Philadelphia. The registration Tuesday noon was 3,645, with the expectation that it would go to 3,800 before

the convention closed.

The St. Louis Advertising Club extended the heartiest kind of

hospitality.

President Herbert S. After Houston had delivered his stirring annual address, which appears elsewhere in this issue, Festus J. Wade, president of the Mercantile Bank of St. Louis, spoke upon the dominant thought of the convention-how advertising men, as well as other business men, can be of the most service. He said

in part:
"There is one thing clear in my mind in regard to the war, and that is, the longer it continuesand I pray God it will end to-morrow-the greater the prosperity of this nation. It is not going to be the problem of employing our people, but the problem is how to get people to work in the face of it, in the factories, in the mines and on the farms. Remember, that when we spend five hundred millon dollars a month, and if the war continues long, one billion a month, every dollar of that money will be spent within our own country for the products of our farms and mines, and that our factories and our commercial and financial institutions are built upon a rock that can meet any demand that this Government can make."

The attendance at some of the departmental sessions was slim, but others had record-breaking sessions-notably the magazine, newspaper, direct mail and retailers' divisions. One or two of these had as many as 500 people

present.

BRASS TACKS ON LOWERING COST OF DISTRIBUTION

The magazines, after arranging their program only a day or two before the convention, furnished a list of speakers whose calibre was impressive. All of these gave rattling good addresses which dwelt upon the efficiency of national advertising in cutting down the cost of distribution of goods. Instance after instance was cited of the lowered cost of selling due to national publicity. The speak-ers were William S. Power, presi-dent Power, Alexander & Jenkins Company, "Reaching the Manufacturer Through the Consumer, the New Field Which Magazines Have Opened"; W. O. Rutherford, general sales manager, B. F. Goodrich Rubber Co., "Reaching the Manufacturer Through the Consumer"; J. F. Matteson, president Gundlach Advertising Com-pany, "Definite Proof That Magazines Lower the Cost of Distribution"; Stanley B. Resor, president, J. Walter Thompson Com-

# Shade on a Canadian Prairie

HE advertisement of an American manufacturer in Canada showed a beautiful grove of trees on a Canadian prairie. It had about as much place there as a Parson at a French Ball. Canadian prairies are bald—and pictures of trees will nullify your advertising even to a buying group which has been said to be "the most responsive market in the world"—Western Canada.

American advertising does need review before transplanting to Canada. That is why we were successful in Canada only after we had established a Canadian Company.

It is not necessary that we handle your American advertising in order to serve you in Canada. We will gladly co-operate with your American agents.

### The H. K. McCANN COMPANY

Cleveland , 61 Broadway New York City , San Francisco

### IN.CANADA

THE H. K. McCANN COMPANY, LIMITED 56 Church Street, Toronto

pany, "What Magazines Are Accomplishing"; William H. Ruthraum, sales manager, Pepsodent Company, "The Results Which Magazines Brought Pepsodent"; E. C. Patterson, president Warner-Lenz Company, "The Results Which Magazines Brought Warner-Lenz in This Their First Year in Business"; Harry Dwight Smith, "Vitality and Versatility of Magazines," and O. E. Glidden, president, Waukesha Pure Food Company, who was unable to be present, but wired his address on "The Kesults Which Magazines Brought Jiffy-Jell in Getting National Distribution."

There were more than fifty floats in the parade Monday night. Perhaps the most spectacular of these floats was that of the St. Louis Club, depicting Truth. The martial note was emphatic. Infantry, cavalry, sailors and marines were much in evidence in the early part of the procession. Allegorical characters representing "Uncle Sam," "Columbia," etc., were noted at frequent spaces. The Canadian delegation marched behind American and British flags to the accompaniment of bursts of cheering.

Mrs. Julian Heath took occasion, in her address, to emphasize the fact that the women of the country are going to figure importantly in any advertising-efficiency plans which will be made, for it is the housewife of the nation who spends 90 per

cent of its income.

On Tuesday morning O. C. Harn described how the National Advertising Advisory Board is doing its work. Wm. H. Rankin told of the Red Cross campaign in Chicago, and Charles Sumner Ward described plans for raising, in the next three weeks, \$100,000,000 for the relief of the starving people in Europe. This campaign will begin right away, he said.

The advertising agents have adopted the name of the American Association of Advertising Agencies. The four organizations, at New York, Philadelphia, Chicago and Boston are to be consolidated and paid secretaries will be maintained in New York and

Chicago to carry out plans which are contemplated.

Naturally, the convention had no sooner begun to get under way than groups here and there began to discuss who would be the next president and what would be the next convention city. At the time of filing this dispatch, W. C. D'Arcy, the St. Louis advertising agent, was the only name which had received any strong support. San Francisco and New Orleans were mentioned frequently as likely places for the 1918 convention.

### NO CHANGE IN PRICES OF THESE ADVERTISED BRANDS

There has been some criticism as to the appropriateness of the keynote of the convention. the markets of the world in an almost constant state of upheaval, some have thought this a poor time to claim that advertising lowers the cost of distribution. These critics have said that even if the contention is well founded, enough evidence could not be advanced at this time to prove it. But despite these adverse views, the convention's keynote was well sustained. The thousands of business men in attendance vied with one another in rallying to its sup-That advertising operates port. to reduce the cost of selling was the overwhelming burden of their testimony. These men affirmed their belief in advertising, not out of any sentimental regard for it, but because it has proven the soundness of its economic basis, right in their own businesses.

Instead of the keynote being out of tune with the present mercantile situation, it developed as the programme was unfolded, that no better time could have been selected for the discussion of the subject. It is in these trying days that advertising is being put to its severest test, and experience shows that it is accepting the challenge by demonstrating in no mistakable way, its right to survive as an economical method of distribution. True enough a good many advertised products have been advanced in price, but in

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OF THE EARTH THE SUBSCRIBERS TO NEEDLECRAFT OVER ONE MILLION OF THEM

# Advertising as the Instrument of Democracy

The Shortcomings Have Been Steadily Corrected

### By Herbert S. Houston

President, Associated Advertising Clubs of the World

THE spirit of this great convention is the spirit of our great democracy. Here in St. Louis, at the nation's very heart, we assemble in a time of war to take counsel as to how we can best serve the nation. No purpose less patriotic would have justified our coming together, at much expense of time and money, in these days of stress. As a summer's holiday this meeting would have been in effect an act of disloyalty. And these are times in which issues so momentous are joined that the one watchword of thought and act must be loyalty, unstinted, undivided, complete loyalty.

It is that kind of loyalty, eager to serve, willing to suffer, yes! even to the last great sacrifice which I know in your name, I can offer this June morning to that strong, far-seeing, courageous leader of the nation, the President

of the United States.

And how clearly he grasped and expressed the spirit of the convention when he sent his message to us the other day, saying:

"May I not congratulate the Associated Advertising Clubs upon their purpose to assist in mobilizing the best thought and promoting greater activity in all lines of business in these times of stress

and exigency?

"It would be of the greatest benefit if the Convention could be employed to steady business and clear the air of doubts and misgivings in order to make the greatest unity of purpose in winning the great war for democracy and civilization."

These words bring to our mind those words of cheer and praise which President Wilson uttered in person from the steps of Inde-

pendence Hall last June, at the close of our convention in Philadelphia. And that scene, before that hallowed building, brings to our mind the supreme pledge, taken by the signers of the imperishable declaration-the pledge of "their lives, their fortunes and their sacred honor." It is in the spirit of that pledge we assemble to-day. For, after all, what matters commerce and trade and business in the presence of danger to the American ideal of freedom as it was envisaged in the Declaration of Independence? Or, to state it differently, commerce and trade and business only matter as they serve that ideal. And, thank heaven, they do serve it, for they are part of it.

Advertising has gone farther and done more as an effective force in distribution here in America than anywhere else, because it is of the very spirit of America, an integral part of the American ideal. Advertising is a child of the printing press, which brought democracy to the world. In retail trade, in general trade, in international trade, advertising is bring-ing and will always bring dem-ocracy to business. Now democracy is not socialism. Over against that leveler it stands for the individual, for his mitiative, for his rights, for his freedom. Democracy is the creed of the Gospel. It is the hope of all, for it conserves justice to all and opportunity to all. Democracy, therefore, is applied righteousness. In bringing democracy into business, advertising is a sure and unfettered force that works for freedom.

Instantly and inevitably, therefore, when America entered this war for democracy the Associated Clubs offered to serve in every possible way to mobilize, through advertising, men and money for

Address, June 4, before St. Louis Convention, Associated Advertising Clubs of the World.

# The Brooklyn Standard Union does not "cover" Long Island.

It does not even completely "cover" Brooklyn—yet.

But it does "cover" over 65,000 homes in Brooklyn, week days and Sundays.

The "A.B.C." says so.

the nation. As president of the organization I constituted the National Advertising Advisory Board and offered its service to the Government. That offer was accepted and we set about studying the situation to see where we could lend a hand that would be of service. We found ways, and during the convention you will hear about them in detail. They are ways that illustrate the spirit of service which has always been the glory and the hope of the Associated Advertising Clubs.

Now if we are to serve and at the same time continue to grow in a democratic and competitive world, we must serve with the utmost efficiency. To-day the business world challenges advertising as to the character and cost of its

service.

If advertising is unable to meet that challenge, head-on and without evasion, it cannot hold its place and grow—indeed, in the long sweep of progress it cannot survive. Unless advertising can justify itself as the most efficient and economical force in distribution, it will be supplanted by some other force. In a "world made safe for democracy," to use the President's great phrase—and the world is going to be made free for democracy—only those forces will survive which can meet the test of free competition and establish

their superiority.

Now the Associated Clubs have profound belief and conviction that advertising viction that advertising as a force in distribution will meet this test and both survive and grow. We believe that the service it renders to the world cannot be rendered by anything else so well or so cheaply. And this convention is to bear witness to our belief. The challenge as to the place and cost of advertis-ing we shall here meet with courage and with confidence. In fact, we meet the challenge with the answering challenge: "Advertising swering challenge: "Advertisin lowers the cost of distribution. And the addresses and speeches and papers throughout the convention will be responsive to that answering challenge as a central theme.

Of course it would be too much to hope that we could in this one convention, stimulating and instructive as it will be, completely establish the place of advertising in distribution. But argument and fact and experience will be brought from the long firing lines of business that will strengthen our faith, already strong, and quicken in us fresh vigor for the work we are doing to make advertising more effective, more dependable, more worthy of the great place it has in the world.

And in order to make our discussion of permanent value and service both to ourselves and the whole world of business, we are going to put it in a book. By this means the message and value of the convention will be borne to every part of the world. And this will bear eloquent witness to the serious way in which we are considering the whole convention and its relation to the nation and to business in this time of war.

While we naturally and properly hold a brief for advertising, let it be said with emphasis that we do not hold a brief for the present perfection of advertising. We realize its shortcomings and for years we have steadily and surely been correcting them. Indeed, this organization came into existence not to glorify advertising, but to develop and standardize and purify it. And to our credit be it said we have done this from within, on our own initiative -honest advertising laws on statute books of thirty-five states, sane and courageous work to make these laws living forces in business, a wide educational propaganda, thorough-going research work—it is impossible to even give a hurried catalogue of our activities in behalf of more efficient advertising. But they all express the spirit of the organization and the spirit of this convention.

You will hear much of them during the next four days and they will persuade you that under their banner of Truth the Associated Advertising Clubs of the World are marching forward, determined to serve business and

universal democracy.

# They Declined to State Results

But they ordered three pages in the New Edition--or twelve times the space used as a trial in the present issue. (Name of above Brooklyn, N. Y., concern upon request.)

### Increase of Space is the rule with those who test this publication

Of 2981 advertisements (more than carried by any other trade publication in the world) more than 90% have been renewed for next edition, the majority for increased space. Experience proves that this Register brings the highest

class of inquiries at the lowest cost per inquiry.

MEMBER A. B. C.



"HE only work that instantly furnishes a complete list of all the Manufacturers and primary sources of supply for any conceivable article, or kind of article, more than 70,000. Published once a year. Used thousands of times each day. Each copy in continuous use from 1 to 3 years.

# Circulation Facts

QUANTITY. Approximately 10,000 users. (7th and 8th Edition 6,200 of latter.)

**OUALITY.** Their aggregate capital exceeds

\$16,000,000,000

See A. B. C. Report

equivalent in this respect to 160,000 subscribers of \$100,000 each.

They buy this Register to avoid the trouble of using any other source of information.

### Thomas Publishing Company, 129-135 Lafayette St., New York City

BOSTON

Allston Sq. Tel. Brighton 1490

CHICAGO

20 W. Jackson Blvd. Tel. Har. 2366

SAN FRANCISCO

311 California St. Tel. Sutter 4604 LONDON

24 Railway Approach

# Advertising's Part in National Prosperity

The Sound Foundation for Optimism Evident to Anyone Examining Our Resources

### By Louis W. Hill

Chairman of the Board, Great Northern Railway.

Is it inopportune to talk of prosperity while the world shakes with the cannonading of rival nations? I think not.

You have a big opportunity today to demonstrate to the world what enlightened publicity can do to further a great cause—the cause of freedom and democracy.

Turn the power of organized publicity loose on the problem of floating our great war-loan bonds, of organizing our war machine, of increasing the production of agricultural and manufactured products. Do it, and the cause of democracy is safe and triumphant.

It would be a poor display of zeal for public welfare to preach a gospel of inertia at a time when this country—in both military and civic branches—has its most tremendous tasks to do.

mendous tasks to do.

But if American business cannot weather such a shock and come back stronger than ever it is a pretty poor quality of business.

What America needs to do is to push on and on—building up—conserving, working—earning—yes, and storing worthily.

In our greater and continued national progress is our protection.

In "business as usual"—only more so—lies the welfare of the nation.

What the country needs is not only people who will get down on their knees and pray for their native land if necessary, but people who will get up on their feet and work and fight for it.

I am for optimism. I am for optimists. And you advertising men of the world are our truest business optimists.

It is you who to a large extent have kept the flag flying for "Business as Usual."

And to the newspapers of America, the leaders, the best representatives of the press, daily, weekly and monthly, we owe a debt for the good work they are doing, not in the suppression, but in the stimulation of legitimate business.

Sane economy and elimination of waste are always wise.

But stinting, hoarding—the paralysis of business—mean simply inviting catastrophe; without the slightest reason except ungrounded fear.

This surely is a time for the suppression of the calamity-howler. The country's all right.

I have recently returned from a trip to Washington. I had an opportunity to learn first hand how the Government feels and what the National Government's idea is for the immediate future of business America.

### AMERICA WANTS OPTIMISM NOW

And I want to say now with all the force I can put into the statement that the manufacturer or merchandiser who "lays down" at this moment—the commercial crape-hanger—is quite as definitely a non-patriot as the man who refuses to fight.

Right now America needs strength—activity—enterprise—stick-to-it-iveness—more than ever before in its history.

The prosperous nation is the strong nation.

Reduce the nation's resources—suspend production, clog the wheels of manufacture—throw an army of breadwinners out of employment—and you not only sap America's vitality, but you work a positive injury to the individual.

(Continued on page 17)

Address before St. Louis Convention, A. A. C. of W., read by W. J. Betting, of St. Paul.

# If you are an automobile or accessory advertiser

and you use Cosmopolitan, you can talk to every worth while dealer in this country through Little Cos.

With Cosmopolitan going to more than 1,000,000 of the best magazine readers in this country (42% of Cosmopolitan's circulation owns motor cars) and with Little Cos going to the best dealers, there is sales influence unparalleled.

The next Little Cos will be published around August 1st. It will reach dealers a few days before September Cosmopolitan is placed on sale. Advertisers in August or September Cosmopolitan will be in time for the next issue of Little Cos.

Ask us, and we will tell you how you can put Little Cos to work for you.

Francis ONwegung

If you don't know Little Cos we will gladly send you a copy. It is the livest, most interesting, most helpful dealer aid magazine published. That is why 4,000 dealers specially asked us to make sure they get every number.

### New Horns American

SUPPOSE you were the President of some great national business like the Woolworth Company, National Biscuit Company, or, perhaps, the United Cigar Stores.

SUPPOSE you ran your eye down the list of the fifty largest cities in the United States and saw:

Minneapolis	370,000	No Store
Washington	365,000	No Store
Kansas City	300,000	No Store
Indianapolis	300,000	No Store

YOU CALL YOUR SALES MANAGER. He looks over the list of neglected cities, and answers nonchalantly:

"OH, YES, I decided not to go into those cities. You see, we are already doing a good business in Toledo, Syracuse and Fall River; so I left all those bigger places for our competitors."

WHAT would you say to that nonchalant Sales Manager?

### YET-

Your Advertising Manager is doing practically the same thing to your business every single day he fails to have the New York American at the very head of your advertising list.

### New Horle American

OR, LET US SUPPOSE YOU own a successful store on Broadway! It is running smoothly and making money.

SUPPOSE SOMEONE SHOWED you how, without risk or considerable investment, or in any way impairing your Broadway establishment, you could open a much bigger store on Fifth Avenue; and so get into touch with an entirely new trade of even greater buying power!

WOULDN'T the success of the first store lead you almost inevitably to the second?

AT ANY RATE, you surely wouldn't refuse to open a second store simply because you were making money in your first!

WHY NOT APPLY the same reasoning to making up an advertising list?

### FOR-

To try to cover the New York market without using the New York American is like trying to cover New York State without coming at all into greater New York City.



The June issue of Gumption, just issued by The Farm Journal, is perhaps better than any recent issue.

It not only preaches optimism—it proves it!

June Gumption is an unusually fine issue for the sales end to use on the production end of the business. It has the punch.

Read June Gumption—read June Farm Journal—we know of no better publications.

Success is and always will be

reciprocal,

If we stop buying, sooner or later, automatically, we cease receiving the means wherewith to That is the law of compenbuy. sation.

The National Government has shown itself particularly wise at the present time, in my humble opinion, in placing a proper valuation upon agricultural activities.

It is a less spectacular work to feed the world than to fight a nation's battles-but, after all, no

less important.

And in our Government's recognition of the soldiers of the soil-the new national movement for bigger, better crops-Uncle Sam has proved his pre-eminent wisdom.

America is solid. That's our

big satisfaction.

It would be hard for me to be pessimistic when I ride through the thousands of miles of bountyblest farms of the Northwest. Our soldiers of the soil are achieving and will win real victory there.

And my message to you from the Great West and Northwest, the land of producing farms, the country where foodstuffs in Nature's making stretch from horizon to horizon, is that America's

all right.

The Northwest, the "Zone of Plenty," alone, in normal times, with a population only 834 per cent of the total population of the United States, produces 27 per cent of the total agricultural output of the entire nation.

It produces about two hundred million bushels of wheat a year, 30 per cent of the nation's total; 32 per cent of the rye, 21 per cent of the oats, 52 per cent of the barley, it mills 38 per cent of the flour, it raises 99 per cent of the nation's flax. I am sorry I cannot say 99 99-100 per cent. Twenty-five per cent of the nation's bread is spread with butter from the "Zone of Plenty."

This is the Northwest's average record to-day. It will establish a new and greater one to-morrow.

God's soil and rain and sunshine and man's industry in the North-

west are setting you an example. They are doing "business usual."

Minnesota alone produces 62 per cent of the iron ore of the United States; Montana 16 per cent of the copper, and the Northwest about 40 per cent of the lumber.

Why should you be less ag-

gressive?

But it is not enough merely to grow grain, to dig minerals from the earth, to fell forests, to produce merchandise, to manufacture goods.

Economic, efficient merchandising and marketing-distribution methods-are vitally necessary at

this time.

Advertising activity to-day has a double duty. And I hope one result of this convention will be the acceptance of a double duty representing the advertisers and the advertising men of the coun-

The first duty is economic efficiency in the marketing of whatever we have to offer, presenting our proposition clearly, pleasingly

and truthfully

The second duty is to reflect in our campaign and in every public way possible the right spirit of American business optimism.

HILL'S BELIEF IN ADVERTISING

Personally I believe in advertising-first, last and all the time. This is no statement founded on

exterior observation.

We have felt the results of advertising in colonization work-in building up farms, trading centers, cities in the great new country through which our railroads run.

We have absolutely demon-strated what the application of advertising to a certain, definite territory will do. We have taken the surplus population of the East to the vacant lands of the West.

We have lately proved to our satisfaction that anything desiraable is advertisable, whether it be an article of food, a national bank,

or a national park.

I have learned through years of experience that transportation is quite as specific a unit of merchandise as is a carpet tack.

You can sell vacation pleasure, the joy of a perfect journey, the beauties of America's finest scenery, just as you can other worthwhile goods—by advertising. We have utilized this

modern force and used it eco-

nomically.

We have found that, results considered, advertising has been one of the greatest and most helpful forms of possible cooperation.

Bear in mind that advertising is an economic factor in facilitating distribution, eliminating resistance and adding sales-power just where

and when it is needed.

Without disparaging the commercial spirit of other lands, I can truthfully say that the idea of real advertising was born in our country.

In America it has developed its greatest efficiency. Here it is meant to do things, and does do

So as advertisers, as advertising men, let us show the world that our belief in the convention's object is not skin deep, but that it goes through to the bone.

Let us live up to the rich possibilities of our Agricultural Empire. Let us keep our mills going and our men working. Let us advertise to stimulate demand and keep courage strong.

All that the business of America needs is confidence—confidence in itself—confidence in its products and markets-confidence

in its future.

America's energy, aided by the forces and the agencies which you represent, is equal to the triumphant mastery of present conditions; more than adequate to turn even war into an engine of national growth, and of a new and greater national development.

### To Represent Four Cook **Publications**

Barnhill & Henning, New York, have Barnhill & Henning, New York, have been appointed Eastern Representatives of The Boys' World, The Girls' Companion, Young People's Weekly, and New Century Teachers' Monthly, published by the David C. Cook Publishing Co., Elgin, Ill.

### Irving National Bank Advertises Trade-mark

The Irving National Bank of New York features its trade-mark-a lozengeshaped design with the name of the bank around the edge and "B/L" in

the center—in magazine copy now appearing. The advertisement reads:
"How this Trade-Mark was selected.
"With a business entirely of a commercial character, the Irving National Bank naturally was called upon to col-lect a large volume of Bill of Lading drafts. To expedite collections a special organization was created to handle these

items.
"The selection of the B/L symbol as a trade-mark simply indicates that the ample of specialization; every department is organized to render special service. .

### "Amateur Night" for Representatives

The Representatives Club has decided to hold an "amateur night" vaudeville contest among its members as one of the entertainment features at its annual outing at Briarcliff Lodge, Tune Valuable prizes, donated by national advertisers, will be given to the man who vertisers, will be given to the man who tells the best story, sings the best song, etc. Other prizes have also been do-nated for the numerous athletic con-tests which will mark the field-day sports in the afternoon.

### New York Central in Auto **Tournals**

Believing advertising to be cheaper than damage suits, the New York Cen-tral I ines have started an educational campaign in automobile class journals. Colored inserts are being used, warning motorists against carelessness in approaching grade crossings, and admon-ishing them to "Stop, Look and Listen."

### Cigar Chain Advertises for Red Cross

The United Cigar Stores Company announced in large-sized newspaper space on Monday of this week that on Tuesday, June 5th, 10 per cent of the company's sales would be donated to the American Red Cross. The sales of all the United Stores from coast to coast were included in the plan.

### Advertising Manager for Grand Union Tea Co.

J. Albert Bogart has been appointed advertising manager of the Grand Union Tea Company, with headquar-ters in Brooklyn. He has been asso-ciated with the Beaver Board Company, Buffalo, N. Y.

# Buying Space on the "Profit Now" Basis

Big Packer Applies the Same Test as He Does to Raw Material

### By Thomas E. Wilson

Pres., Wilson & Co., Chicago

WHEN we buy advertising space—and we buy a good deal of it—we buy it, if you please, as we do live stock.

It is raw material for us. We buy it because that space looks good to us. We buy it because we know where it was bred and fed, so to speak. We buy it at the market price, as judiciously as we can, and we use it as we do every other raw material we get—for the benefit of ourselves, our dealers and our customers.

Sometimes we buy advertising space as we put up a new plant -we look at it as an investment that is sure to show an ultimate profit. But when we put up a new plant, we do not build it in a location where the supply of live stock is limited and where the facilities for shipping the finished products are so small that the goods cannot be moved. And when we buy space as an investment we see to it that it offers the proper sources of supply and means of development. The meat industry operates on an extremely small margin of profit, and our advertising has to show its investment value.

In the main, however, our advertising investments are made on what looks to us as an immediately profitable basis. The question is not "Will it pay?" but "Will

it pay now?"

We packers have been paying the farmer around \$16 a hundred for his hogs for several months. Believe me, when you see a husky porker scampering about the pen and realize that you've got to put up sixteen cents for every pound of it just as it stands, and then convert that hog into pork ribs and shoulders and hams and bacon and lard and curled hair and

sausage and so forth, you have to do some mental arithmetic.

And when those pork products reach the consumer by way of the dealer, the packer's margin of profit has been so slight that he must create a huge volume of sales in order for his profit to be

respectable.

Here, then, as so many of my advertising friends have told me so eloquently and so earnestly, is where advertising comes in. And I want to pay them the compliment of saying that their arguments are sound and their premises are right, and I only wish the margins in our business were wide enough to allow us to respond as we feel like responding to every one of them—with a nice, big order.

But we can't buy all the live stock that is driven into the stockyards, and we can't assimilate all the advertising space that we

wish we owned.

### MEDIUMS AND AGENCIES

I am often asked what is our preference among advertising mediums. In fact, I have had a great many letters, telegrams and personal inquiries on that point in the past few weeks. We believe in all kinds of advertising—each kind properly used. I believe in applying the proper advertising remedy to correct or improve the condition demanding advertising.

Right here I am going to say a few words on advertising agencies. I have come in contact with a great many very pleasant gentlemen representing different agencies, and I admire their aggressiveness and their intentness in going after business.

It is up to you gentlemen who manage the advertising agencies to give them their proper plane—what would be called an ethical

Portion of address before St. Louis Convention, A. A. C. of W.

standard in the medical profession. For that matter, the ideal advertising agent should regard himself as a specialist-as a man who renders professional service just as a doctor or a lawyer. He should go at his work in the same way. When a surgeon takes a case the first thing he tries to find out is what will have to be done and then he makes his recommendation. You never think of disputing the decision of an You never think eminent physician or surgeon. If you do-if you try to treat yourself or tell him how to treat you -he has too high a regard for his own professional standing to permit such a thing for a minute. He tells you so very quickly.

### WHAT AN AGENT SHOULD KNOW

Now, an advertising agent, or an advertising organization, should be familiar with the ins and outs of the businesses whose advertising it handles. If not familiar, it should be able to study that business and grasp its needs. It should know methods of production and distribution, it should know markets and possible mar-kets, and on that knowledge it should prescribe advertising to fit the case.

There should be no room in the advertising profession for the man or organization that is willing simply to get an order or to handle an appropriation. I know that this problem of advertising ethics has been before you and that you are working the problem out as rapidly as you can, but I wanted to give you my own opinion in the matter and to let you know that the advertisersthe organizations that are investing millions and millions of dollars in space—are also thinking and studying the same problem and that they are going to insist upon dependable advice and accurate service not only from advertising agencies but from advertising mediums.

In other words, the trade-mark of an advertising agency or of an advertising medium should represent as much and guarantee as much as the trade-mark of an advertiser.

Light on Ford Profits

The Ford Motor Company requires between \$800,000 and \$900,000 daily for running expenses. Assets are so for running expenses. Assets are so ravenously consumed by the operations of the factory that if production were halted for 30 days the Ford company would be forced to close its doors. were statements made by Frank L. Klingensmith, vice-president and treas-urer of the Ford Motor Company dur-ing the hearing of the Dodge-Ford suit

Saturday.
With this testimony the Ford company sought to emphasize the point that the River Rouge smelter plant contemplated by Henry Ford and objected to by Dodge brothers, is necessary to manufacture iron directly from ore for use in the Ford products.

manufacture iron directly from ore for use in the Ford products.

Mr. Klingensmith also stated that at the last meeting of the board of directors of the Ford company held May 1, 1917, a 50 per cent dividend was declared in opposition to James Couzens, who desired a 100 per cent dividend.

C. Harold Wills, chief engineer of the Ford company, declared that Henry Ford had talked about producing 100,000 trucks this year and that materials for 10,000 of them had been ordered four

for 10,000 of them had been ordered four months ago. He also testified that there has never been enough room at the Ford plant to supply the demand and that the company could have sold 100,-000 trucks and 100,000 closed cars last year if it had had them. Testimony developed that the last reduction in price cut the profits in half; but the company had made a profit of \$60,000,000 on 500,000 cars in 1915, and \$30,000,00 on 750,000 cars in 1916. He discussed the value of three working shifts a day for 10,000 of them had been ordered four the value of three working shifts a day and said he wanted to eliminate the mid-night to 8 a.m. shift because he was im-pressed by the number of men who complained, by the number of wives complained, and by the general ciency demonstrated in those inefficiency hours .- Automobile.

### Detroit Reorganization

The Chamberlin Company, of De-The Chamberlin Company, of Detroit, has been reorganized, under the name of Brooke, Smith & Moore, Inc. C. W. Brooke, the president, was formerly sales and advertising engineer of the Westinghouse Electric & Manufacturing Co. G. C. Smith has been associated with the Chamberlin Company for the last three years. D. W. Moore was for two years head of the Moore Advertising Company, of Los Angeles, and for the past year has been director of the dealers' co-operation division of of the dealers' co-operation di the Maxwell Motor Company. co-operation division of

### Walter F. Shea's New Appointment

Walter F. Shea, for a number of years with Doubleday, Page & Co., and recently with the Countryside Magasine, has been appointed advertising manager of the Agricultural Digest, New York.

# A Thirty Six Million Dollar Order

You have been reading in the newspapers about the big Government appropriation to build the big new cantonments, or training camps, for the new army.

Have you considered who is going to build them?

When the Government was tabulating the industrial strength of the country before the war for some reason a census of contractors was omitted.

Observing that omission, the Engineering Record (now Engineering News-Record) did this work, indexed the contractors, their facilities, resources, plant on hand, abilities in special lines and so on.

A few days ago Washington calls up the McGraw-Hill Publishing Co. "Where can we find 12 contractors who are each capable of taking a three million dollar contract for building cantonments?"

And the Engineering News-Record said, "Here's the dope." And it was there.

Thirty-six Million Dollars of business which is going to be done in a few months by the kind of business men who are readers of

# McGraw-Hill Publications

Serve a Buying Power Aggregating Billions of Dollars Annually

Power Electrical World

Coal Age American Machinist The Contractor
Engineering News-Record
Electrical Merchandising

Electric Railway Journal Engineering and Mining Journal

Electrical Merchandising
Metallurgical and Chemical Engineering

All Members of Audit Bureau of Circulations

### The Demonstrated Strength of The New York EVENING JOURNAL in Selling Musical Instruments

By W. R. Hotchkin

Ten Years Advertising Manager for John Wanamaker, New York

"Great heavens, man—they're setting me crazy!"

This was the frenzied exclamation of the excited Piano Manager at Wanamaker's who brought to my office the first compelling evidence of the power of the Evening Journal to bring in customers for pianos.

He thought I had made a mistake and announced the event for one day too soon. The Evening Journal's response came as quickly as the papers were on the street, and the Manager, who was busy over preparations for the next day, was pestered to death by salesmen, who were eager to be permitted to show the special pianos to Evening Journal customers who were clamoring for them the afternoon before. was nerve-racking business to turn eager customers away!

Scores of times afterward, I saw the same splendid results

from Musical Instrument advertising in the Evening Journal; and I decided in my own mind that a paper edited in the Journal's HUMANLY INTERESTING WAY must naturally be favored by progressive and home-loving people who are the largest buyers of Musical Instruments.

The wise fisherman drops his line into the water where the fish that he wants are MOST LIKELY TO BE.

The Aeolian Company long ago proved the Evening Journal to be richly profitable for exploiting their fine instruments, and now the SONORA PHONOGRAPH Corporation tells about its "exceptionally satisfactory" advertising experience with The Evening Journal.

The Sonora letter is reproduced on the opposite page:



General Offices and Salesrooms: 57 Reade Street (One Door West of Broadway)

New York May 19, 1917.

New York Evening Journal, New York City, N. Y.

Gentlemen:-

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You will be interested to know that the returns that we have observed through our advertising in the Evening Journal have been exceptionally satisfactory.

While we fully appreciate the quantity of the Evening Journal circulation, our experience has demonstrated its exceptional value in bringing to us refined people who appreciate a high quality product like the Sonora Phonographs sold at from \$45. to \$1000. Our terms, as you know are stiffer than any other phonograph concern and we sell more phonographs for cash than we do on the installment plan. In the returns received from our advertising in the Evening Journal, the percentage of cash sales were greater than the installment sales.

It was due especially to this fact and the high quality of buyers that induced us to use large space with the Evening Journal during the past year.

Our experience with the Journal has been so pleasing that you can be assured of our continued advertising and on a still larger scale, we hope in the future.

Yours very truly,

SONORA PHOMOGRAPH CORPORATION

Director Sales & Advertising

FC:LS

# Why Some Paper Costs More Than You Pay For It

We once knew an advertiser who seldom placed a paper order without shopping all over town. He thought he was saving money.

Recently he placed his paper requirements in our hands. The other day we were able to suggest a catalogue paper that will save him more in a month than he would save in two years by the old shopping plan.

Our business has been built up by rendering this kind of a service to advertisers, printers, publishers and mail order houses. There is a Bermingham and Seaman office in every advertising center, and in every office you will find paper experts who *know* paper.

In buying paper, it isn't so much what you pay per pound, as what you get for your money that counts.

### BERMINGHAM & SEAMAN CO.

Paper Manufacturers

Chicago Continental-Commercial Bank Building New York
Fifth Avenue Building
200 Fifth Ave.

St. Louis Minneapelis Buffalo Philadelphia Milwaukee Detroit

### Centemeri's Use of Trade-Paper Advertising to Rebuild Declining Business

Hit by the War and Faced by Harassing Conditions a Sustained Campaign Revives Demand

### By W. M. Smith

Pres., P. Centemeri & Co. (Gloves), New York

S INCE this topic of making trade-paper advertising pay has been assigned to me, I expect the liberty of dealing personally with the one proposition that has come under my command, and the only answer that can be given must in a measure treat entirely from the viewpoint of the results I have attained.

The house of P. Centemeri & Company was established in 1870 as a small retail glove establishment located in two rooms of an apartment at 896 Broadway, adjoining Mme. Goelet's residence.

In 1870 the cheapest kid glove on the market cost \$2 per pair. Mr. Centemeri evolved the idea of retailing gloves at practically wholesale prices and records show that the business enterprise grew and became popular because of the cheapness of the article.

The success was phenomenal, and when Mr. Marsh assumed full management of the business, we moved to more comfortable quarters at 859 Broadway, upstairs, and then established a wholesale price by making a 10 per cent reduction from retail prices. This new price, considered as "wholesale," was to meet the demand from out-of-town retail stores.

Since our business had always been profitable, the general plans for its future conduct up to 1905, were founded upon being satisfied with approximately the same yearly results in sales, and as long as there was no decline or loss of profits the condition was accepted. No money was expended at all for improvements, and absolutely not one cent for advertising, and as is the natural re-

sult, others had viewed our profitable business with envious eyes, over-estimated the success our house was then making, and competition soon became a factor.

In 1905, the retirement of Mr. Marsh and the death of Mr. Little caused the business to be incorporated, and we, as younger members of the old firm, commenced to assume an active part.

From 1905 to 1913, our business just drifted through the reorganization stage of developing a wholesale business without a proper advertising appropriation, and we were not of course in position to add much to our wholesale or retail sales, but we fought hard for maintenance of quality, and held hard on to the tradition of making the most perfect goods possible for the price.

In 1913, we realized that our business was commencing to show a decline in point of sales, and we then tried catalogue and circular letter work for advertising.

### EFFECT OF A NON-ADVERTISING POLICY

In 1914, with a small advertising appropriation, the results of which seemed to filter slowly through, we made a most admirable start for the first half of the year, and showed an increase in sales. Then came the complex war situation and of course the market in our line of imported gloves became seriously affected, with the result that 1914 as compared with 1913 showed a falling off in sales of \$52,000.

In 1915 it was to be expected that our business would respond to the healthy reaction that was looked for, because the war had been in operation sufficiently long

Address, June 5, before St. Louis Convention, A. A. C. of W.

for American merchants to adjust

themselves.

When the readjustment of business was under way, we awoke to the realization of the fact that we had lain dormant for so long that our former wholesale patrons had, to a certain extent, forgotten us, and we found, after having made a careful analysis of our business situation, that we were too self-centered, and felt so secure in the importance of our own lines that we did not think it necessary to spend money at all to let the purchasing public know that we were still in the business

and selling gloves at wholesale.

The 1915 sales compared with
the 1914 showed a decrease of \$54,000, making two years in succession showing a decrease on sales amounting to \$106,000, as compared with previous years'

records.

It is a most substantial endorsement that trade-paper advertising can be made to pay when I refer to the fact that our sales for 1916 compared with 1915 showed a gain of \$162,337.53, thereby entirely wiping out our two years' decrease and putting us ahead in sales \$56,-337.53 for a three-year period.

The first four months of 1917, as compared with the same period of 1916, which you will please remember showed a big gain—produced for us a gain of \$138,503.28.

### EFFECT OF TRADE-PAPER ADVERTISING WAS MARKED

I ask the privilege of claiming that the reason our advertising in The Dry Goods Economist has paid, is because we methodically, carefully and along well-defined plans figured first for our product to be absolutely right, and then figured to present the merits of our product in a manner absolutely right from the viewpoint of carrying conviction to the mind of the man who had an order to place.

The purpose of these figures is to impress upon you that it took us fully one year of hard plugging to swing into the reward of the advertising returns.

We have never in any of our advertising used extravagant statements. We have told our story clearly and have never been afraid to tell the truth, and you know that after all the truth means that this merchandise sells at the price we establish, and we do not hesitate to say that the price we establish bears with it a reasonable living profit for us.

There are a number of positive viewpoints that can be expressed in relation to trade-paper advertising as a paying invest-ment, and one in particular refers to the influence advertising has on the road salesmen.

When the war broke out in August, 1914, we had six salesmen visiting our trade east of the Rockies, following their usual custom of making semi-annual trips.

Incident to the war, almost im-mediately the cost of glove supplies, labor, transportation, etc., commenced to advance, and since then they have multiplied.

Gloves that we originally quoted at \$13.50 per dozen, we were compelled to advance by various stages, from fifty cents to \$1.50 per dozen, until that quality of glove was eventually quoted at \$16.50 per dozen.

Our salesmen, of course, in fear and trepidation, looked askance when they received their notification of the increase in the selling price, and they were all of the opinion that the changing of price would seriously affect their sales, and, of course, their commissions, and they frankly admitted that they would encounter difficulties such as could not then be explained, and they were dead sure their sales would be seriously curtailed—all of which is the usual expression of "cold-feet."

When we started in forcefully to state the true conditions appertaining to the glove industry, our salesmen immediately seemed to buck up, and it was their universal opinion that if the house could come out with the advertising at these advanced prices, they would certainly be expected, at least, to zealously back up the

house.

Then, when the 71/2 per cent extra War Risk Insurance became an established fact, and this, in consequence of the business conditions, must be added to the selling price, there was no difficulty whatever in having the salesmen, when accepting their orders, add that condition.

SALESMEN STRENGTHENED BY AD-VERTISING

Our salesmen, to a man, state they immediately felt a stimulus from our advertising, and this of itself was the encouragement necessary for the co-operative effort that established beyond the shadow of a doubt the most important cornerstone in the building of our business—"confidence."

Our salesmen, full of courage to meet the new and constantly changing conditions, dovetailed their work with the advertising, and it is with a great deal of satisfaction that we are permitted to state that trade-paper advertising is a paying investment whenever and wherever the advertiser is willing to cover a period of time that will winter it and summer it, and work along defined lines that admit of no equivocation or mental reservation what-

In our advertising we were not unmindful of the opposition we would encounter from the merchandise man and the over-cautious buyer, from this viewpoint of increasing investment in his stock, and in consequence we commenced on definite plans of advertising immediate deliveries for future demands.

Long before Easter glove-selling was noticeable, we told our customers, "Take your gloves when you can get them." and then

when you can get them," and then during Easter-week, when the fever of purchasing gloves was uppermost in the minds of the public -at-large, we hammered home, "Buy your Christmas gloves now," and they did—in more instances than we expected—and every customer saved at least 10 per cent—and without any cost to us.

So far as trade-paper advertising as a paying investment is concerned, I want to say I honestly

The
George L Dyer Company
42 Broadway
New York



Newspaper, Magazine and Street Car Advertising

**Publicity and Merchandising Counsel** 

believe it is the greatest stimulant we can have if one is heart and soul interested in the upbuilding of a successful business.

It makes the road man more than an order-taker and unconsciously he, as a salesman, feels a greater pride in his work, so he, too, can honestly say—tradepaper advertising does pay—for

it has paid him.

When the war broke out in 1914, I was in Grenoble, France, making an earnest effort to study the factory proposition. Everyone knows what that month of August, 1914, was for the whole-sale glove dealer in America.

There was a certain activity never known before in the his-

tory of glove-selling.

Customers came to the market and literally bought their heads off, fearing there would be absolutely no more imported gloves, and by the time they got home and started to sell, the months of October and November showed that there never was in the history of the glove business a greater disappointment, so far as the retail sales were concerned. Where we, as wholesalers, enjoyed the Christmas business in August, also experienced a June and July business during the months of November and December, so the general makeup of the business for the year 1914, of course, showed a decline.

In the comparison of figures, it is only fair to call to your attention that during the previous years a great many mousquetaire gloves were sold, and the analysis of sales should be based on the fact that mousquetaire gloves were selling at from \$24 to \$33 per dozen, whereas in the following two years the popular demand was for gloves from \$9.50 to \$13.50

per dozen.

When we inaugurated our successful campaign of advertising, we first satisfied ourselves that we had the right kind of a product to meet the demand of the American people. Then we satisfied ourselves that our prices were as nearly consistent as could be expected under the existing war condition, and, furthermore, when

we advertised, we were dead sure that we advertised a line of merchandise that paid a reasonable profit. If we could not see an element of profit in it, what was the use of expending money for the sake of "playing store"? Embodied in our campaign for

Embodied in our campaign for advertising was the important point of concentration on a given line, making that the best of its kind, the broadest in point of variety, and the most satisfactory in perfection of workmanship.

So far as a paying investment is concerned, I can say to you honestly and truly, that tradepaper advertising has been the means of giving us an opportunity of becoming acquainted with the trade that understands and appreciates good merchandise, recognizes its cost of production and also recognizes that we, as manufacturers, have to live on the fruits of our labor.

The analysis of our advertising campaign shows to-day that we occupy a niche in glovedom that of itself has added unto the prestige of our business that element of investment which makes our trade-mark of intrinsic value.

### Kiser With Dayton "News"

S. E. Kiser, of the copy department of the Wm. H. Rankin Company, of Chicago, has resigned to become managing editor of the Dayton Daily News. Before entering the agency field Mr. Kiser was engaged in newspaper work in Chicago.

### Naylor With the Lees Company

Elwood T. Naylor, formerly publicity manager of Roland Park, Baltimore, has been placed in charge of copy and design on new accounts of the Lees Company, Cleveland.

### "Delco Magazine" Discontinued

The Dayton Engineering Laboratories Co., Dayton, Ohio, has discontinued, for the time being, the publication of its house-organ, "Delco Magazine."

### Elected to Bank Directorate

George Ethridge, president of the Ethridge Company, New York, has been elected a director of the Central Mercantile Bank, of the same city.

# One Business News Item Paid for the Public Ledger 20 Years

A business man recently told of reading an item in the Business Section of the Public Ledger which, printed there exclusively, saved him enough money to pay for the Ledger twenty years.

Any business man who reads the Public Ledger's Business Section for one year, and THINKS while he reads, may save thousands—or learn ways to increase and improve his business to a like extent.

And this applies to almost EVERY business in the United States. No matter what YOUR business is, the Public Ledger prints news of it at least once a week—and like as not that news appears exclusively in the Ledger.

The Business Section of the Public Ledger alone would be cheap at 2c.

But when it is combined with a great daily newspaper, with exclusive London Times cable service, and a host of special news sources, in addition to all regular news channels, the Public Ledger Business Section is a unique and unusually comprehensive source of business information.

Business men and their families find constantly increasing reason for buying—and relying upon—the Public Ledger.

# PUBLIC LEDGER



For the maker of food products: In 1916 The Chicago Daily News printed more advertising of food products on its six publishing days a week than any other Chicago newspaper printed on the same days. The figures (in agate lines) are:

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The Daily News (6 days) 256,158 lines
The Tribune (6 days) 254,168 "
The Herald (6 days) 121,176 "
The American (6 days) 103,700 "
The Journal (6 days) 93,366 "
The Examiner (6 days) 89,585 "
The Post (6 days) 70,499 "
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The wise food manufacturer will consider these figures carefully in planning his campaign in Chicago.

# The Chicago Daily News

"It Covers Chicago"

### Wants Movie Ad Men to Get Down to Brass Tacks

Moving Picture Man Tells Associates What Should and Should Not be Done to Put This New Medium on the Map

### By Watterson R. Rothacker

Pres., Rothacker Film Mfg. Co., Chicago, Ill. .

DO not agree with those in the moving-picture advertising profession who say that the advertising strength of moving pictures is so great that other methods of advertising and selling fade into an insignificant background. It is my belief that moving pictures have a definite and established and big place among the other recognized factors which are necessary for the success of a properly balanced advertising campaign; I believe that the intensive and proper use of moving pictures in advertising encourages a more extensive and profitable use of other advertising media.

It is the duty of every movingpicture advertising man to know
both moving pictures and advertising. How many so-called moving-picture advertising specialists
know the power and secret of the
camera? How many actually
know how moving pictures are
manufactured? How many have
real knowledge of the limitations,
as well as the possibilities, of
moving picture circulation? And
how many, alas, know the facts
of these matters and put these
facts up straight and clean and
clear to the prospective customer?

Every failure of moving pictures efficiently to advertise—and there have been failures—can be attributed to one or more of the following cases:

Failure to analyze properly the business at hand for the purpose of determining definitely and specifically the best method of moving-picture exploitation.

Injudicious use of funds. Sometimes too little money is appropriated for moving-picture advertising and occasionally too much money is spent, in which case what would be considered good results on a properly appropriated investment seems unsatisfactory when compared to a lavish expenditure which was made unduly.

Lack of preparation or careless preparation of the subject matter.

Failure to know about the general advertising and selling campaign of which moving pictures are intended to be a helpful part. In order to successfully engineer a moving-picture advertising campaign it should be co-ordinated with the general advertising and selling campaign on the basis of thorough understanding.

Faulty production, poor camera work, inferior factory work. Upon the first depends the pulling power of the film copy. Upon the second and third depends the appearance of the ad on the screen.

Feeble methods of direct presentation and faulty general circulation caused by inability, or lack of knowledge, or failure to properly co-operate with the advertiser

Absence of personal service advisedly, consistently and efficiently rendered.

And, in more than a few instances, unfortunately, the label failure has been put on a moving-picture advertising campaign simply because the advertiser was promised a whole lot that couldn't be, or wasn't delivered.

### ADVERTISERS MUST HAVE THE REAL FACTS

There is no reason or excuse for anything but a straight-fromthe-shoulder selling talk, and it is our big duty and obligation now to put a stop to this misrepresentation of our industry, which is big enough, and sound enough, and strong enough, to stand on

Portion of address before the Advertising Film Producers' Association at the St. Louis Convention, A. A. C. of W., June 4th.

honest presentation of facts. The advertising power of moving pictures does not need exaggeration to be felt and appreciated, and the members of the moving-picture advertising fraternity cannot afford to permit exaggerated and extravagant statements to be made an advertiser who, when his confidence is abused, becomes antagonistic even to the words moving-picture advertising, whereas, had his business been handled fairly and squarely and sincerely on a basis of honest advertising he would have been added to the list of those satisfied by actual moving-picture advertising achievement.

Another thing which causes a suspicion in the mind of the average prospective user of moving-picture advertising is the fact that not one of the many men advocating the purchase of moving-picture advertising seem to have anywhere near the same price. Not only this, but many of these over-zealous salesmen devote more time to knocking and blackguarding their competitors than they do to forceful selling arguments. It reflects no credit upon the industry to have a wide range of prices which leads a man to believe that moving-picture advertising has not become sta-bilized. It reflects no credit upon our industry to have people who pretend to be of the industry washing fancied or actually dirty linen before the public.

### MUST LEARN THEIR OWN BUSINESS

The only excuse I can find for the great variation in prices is that very few people in the movingpicture advertising business know anything about the manufacturing costs. And in-so-far as the knocking of competition is concerned, there is absolutely no excuse for that, for we should take as our watchword the slogan that if we cannot say something good about somebody, we should say nothing at all. Furthermore, it is my personal opinion that in selling a man it is a pretty good idea to confine your statements to what you can do, and to refrain from any mention of any competitor.

The business of getting together in our own business is something more than a mere interchange of social hand-clasps and the spouting of a series of nice sounding words. If we are to get together it should be on a basis of complete understanding of the serious and important nature of our work. And we should do more than merely expound theories and talk for oratorical effect.

Personally I have made a study of cost systems in moving-picture advertising, and this study has extended over a period of a great many years. I have had the bene-fit of many figures, theories and facts and reports on moving-picture cost systems throughout the country and will be more than pleased to give to any member or members in this gathering such general information as will enable them to stabilize their business to the extent that they will have material sufficient to enable them to know just how much their film will cost them per foot to produce so that they can put a legitimate profit on to factory cost, which profit the buyer expects to pay, and you must have in order to stay in business and do the right thing by your customers.

This cost price should not only include actual manufacturing and selling costs, but should be made to provide for a real service to the advertiser, which service is

quite essential.

Do not quote the advertiser a low footage price and then load him up with a lot of "dead action" and repetition. Make your price to cover a maximum of human interest and advertising value put on the proper footage—avoid padding.

Don't forget to remember in your quotations that the advertiser is unfamiliar with movingpicture "extras" and probably does not realize that steel reels, tin cans and shipping boxes cost

money.

And above all things, be frank and truthful with the prospective or actual customer, and don't promise a single thing that you cannot deliver.







Why

### 62 business organizations printed and distributed American Magazine stuff to help their clients and their own organizations

HARLES M. SCHWAB wrote an article¹ for The AMERICAN MAGAZINE. He told how he found and developed men. He set down a few simple rules for success—and told about men who had followed these rules and won. These incidents were from Mr. Schwab's own experience. They were the men he knew and had taken along with him as he went up in the industrial world—switch-men and water-boys and other humble employees who became heads of great plants by industry and application.

On the instant appearance of this article The American Magazine was deluged with requests to reprint it. Banks, railroads, insurance companies, light and power plants,

<sup>1 &</sup>quot;SUCCEEDING WITH WHAT YOU HAVE"-November 1916

telephone companies, wanted to use this Schwab recipe upon their own employees.

And this process has been repeated over and over with each of the epoch-making articles in The American Magazine. Each month there is a fresh crop of these requests, all of which are cheerfully granted, provided full credit is given to The American Magazine.

### A self-starting press agency

There was a story in The American Magazine about an insurance solicitor who made good.¹ Eleven insurance companies instantly recognized that it was a good story and wrote for permission to use it in some way. But this was a story about insurance. Another insurance company wrote for permission to reproduce the Schwab article,² realizing that the principles that meant success in a steel works could be applied to selling insurance. Still another asked for permission to use "Armour Men Who Got On and Why."³

A large department store reprinted the Schwab article.<sup>2</sup>
An advertising agency circulated "What Makes a Good Salesman," and adds: "You have to go to The American Magazine for the good stuff. I have found this out from experience. You are surely setting the pace in the magazine field, and almost every article in each issue is not only interesting and inspirational, but helpful. It gives advertising men ideas and they are using them too."

A school of business gives publicity to Sid says: "You can go further if you take others with you."5

<sup>1 &</sup>quot;How I LEARNED THAT TO DO BUSINESS I MUST KNOW PROPLE"-January 1917

<sup>2 &</sup>quot;SUCCEEDING WITH WHAT YOU HAVE"-November 1916

<sup>3</sup> March 1917

<sup>4</sup> April 1916

<sup>5</sup> November 1916

The National City Bank of Chicago gives its depositors a reprint of the article, "Why Not Pay Yourself an Income Tax?" 6

The Detroit Edison Company sees a chance to use with good results, "Your Hidden Powers."

The head of one railroad company writes for permission to reprint "Courtesy in Business," while one of his subordinate officers is asking if he can reprint a story in the railroad house organ.

The Southern Telephone Company makes certain that all its employees read the Schwab article,<sup>2</sup> but the Bell Telephone Company of Pennsylvania reprints the interview with Theodore N. Vail.<sup>9</sup>

The Sherwin-Williams Company saw an opportunity in "The Man Who Felt Abused." 10

The Westinghouse Electric and Manufacturing Company wanted to distribute a thousand copies of "Uncle John Brashear." 11

### The best kind of circulation promotion

Each man, keen for the successful development of his business, knows there is one quality which every employee needs—inspiration. His own success is bound up in the success of his employees. He realizes that if he could put in their hands any vital spark, anything that would make for enthusiasm, he is thereby benefited. If he finds that stuff in the columns of The American Magazine he uses it.

<sup>6</sup> August 1916

<sup>7</sup> June 1916

<sup>8</sup> May 1916

<sup>9 &</sup>quot;THE KIND OF MEN THAT VAIL AND GARY PICK"-January 1917

<sup>10</sup>September 1916

<sup>11</sup> July 1916

### How it advertises The American Magazine

Imagine the effect on a secretary, a traveling salesman, a division superintendent, a branch office manager, or any other man in any line of endeavor, in any business organization, when The American Magazine is introduced to him in this way, endorsed by the man to whom he owes his job, and to whom he looks for advancement, who practically says "there is something in this article from The American Magazine that you ought to know. Read it."

This is the very best kind of advertising, spontaneous, unsought and deserved.

This is proof of the vitality of The AMERICAN MAGAZINE. It is a living, growing thing. It has laid its fingers upon the springs of life.



THE CROWELL PUBLISHING COMPANY
LEE W. MAXWELL, Advertising Manager
381 FOURTH AVENUE. NEW YORK





# What Magazine Advertising Accomplishing

Instances of Remarkable Growth Described

By Stanley B. Resor 07

President, J. Walter Thompson Co., New York.

WHERE it is possible to practically surround buyers from every side with the suggestions of the article that is to be sold, if that article has any merit at all, and the price is anything like right, sales will naturally fol-

Sheer weight of money will ac-This complish almost anything. can hardly be called accomplish-

As the best answer to the question, "What are magazines accomplishing?" let us take cases where bricks have to be made almost without straw; where, instead of swimming with the current, the fight is up-stream; cases where the consumer was frankly not naturally interested; where it was not to the interest of the dealer to adopt the new line; where the amount of money available to change these conditions was very limited at the start.

Twelve years ago, a manufac-turer in the Middle West had 5 per cent of his output on the product which bore his own name and brand. The balance of his business was under dealers' private labels, and over 30 per cent of it was sold to jobbers at prac-

tically no profit.

Could the product on which the 5 per cent of the business was done be made to appeal to a greater part of the public? Could this be carried to the con-

sumer under the maker's own

brand and name?

Could it be carried in sufficient volume to enable him to eliminate the unprofitable jobbing business that was simply done to give the necessary volume?

Careful study developed the fact that there were real advantages in this product—advantages which the consumer would appreciate and place a value upon.

The manufacturer appropriated the large sum of \$4,000 for adver-

tising in magazines.

Inside of four years 60 per cent of his output was on the branded line, and the jobbing business had been eliminated entirely. Today, 90 per cent is on the branded line and the total volume of business is nearly double what it was at the start.

Every manufacturer in the same business has been forced by the consumer demand for this article to incorporate in his competitive brand the advantages that were featured in the magazine advertis-

At no time has the advertising appropriation on this article ex-

ceeded \$40,000 a year.

#### ADVERTISING DEVELOPS A STAPLE

A manufacturer of a household commodity in a line of varying grades and prices, who had been doing a very successful business for forty years, developed a superior grade, which, however, did not sell readily to the consumer, because the price was higher and the advantages were evident only after actual use. To the average housewife, the superior grade looked exactly like the cheaper materials.

A name was coined for this product to aid in establishing its identity as a different material, and a new method was invented

to mark it.

The manufacturer then appropriated \$8,000 to carry the message of his commodity to the housewives from Maine to California.

To-day that manufacturer, with a factory double the capacity of the plant at that time, has just bought a plant in another city, which will again more than dou-

Address June 4 before St. Louis Convention A. A. C. of W.

ble the already doubled capacity.
As in the other case, the product
being a staple one, the advertising
appropriation has always been
small. In all it has never exceed-

ed \$30,000 a year.

Magazines and magazines only in both these cases have built businesses for both manufacturers—businesses which they control over their own names and brands, and this in spite of limited appropriations, and trade conditions which made dealer resistance very great

If, with these handicaps, magazine advertising can deliver to the manufacturer, as it has delivered in these cases, what can it do where the conditions are favor-

able

After three or four years of work, a young manufacturer had, by his own efforts, and that of demonstrators and half a dozen salesmen, gradually succeeded in getting distribution in the larger cities for a new toilet preparation. A year ago it was decided that, instead of continuing this laborious process, where profits were always consumed by the addition of more demonstrators and more men, to curtail the demonstrators and dismiss four of the six salesmen in order to finance an initial advertising campaign of \$12,000.

To this young manufacturer, the step was a critical one. It meant a material curtailment of the methods that had built his business. It put squarely up to advertising the task of actually and immediately selling goods on a pay-as-you-go basis. Would ad-

vertising deliver?

The \$12,000 was spent in the pictorial sections of the metropolitan newspapers, class magazines and fashion quarterlies, during a six months period. At the end of this six months the business had been increased two and one-half times. On a unit basis of so much advertising per dollar of sale, the appropriation wrote itself for over \$50,000 this year, making possible a correspondingly wider use of magazines.

And with the wider use of magazines, although both salesmen and demonstrators have been practically discontinued, the sales records to date show monthly increases as high as 600 per cent.

In this case all the conditions surrounding the proposition were, of course, very favorable. The full force of the advertising on the consumer could work without hindrance.

Here we have seen advertising at work with limited appropriations, in two cases where the resistance was great and in one where all conditions were favorable. If it will work in this limited way, what will it do on a broad scale? What can it do where the manufacturer has the financial ability to use advertising in a big way?

#### IN SEVEN YEARS BUSINESS MULTI-PLIED SEVEN TIMES

In 1910, a large manufacturer whose sales on his leading brand had been steadily declining since the panic of October, 1907, decided to make one more trial in advertising this product.

He frankly admitted he could not tell whether this brand had been milked, or whether it was still suffering from the blow it received in the panic year.

In this case, price offered a definite resistance, but if the consumer could be really interested, channels of trade were open for a perfectly automatic and natural distribution to meet the demand.

Could the consumer be interested? Could an advertising message be formulated that would

turn the tide?

The first three months' work in magazines showed that it could. Evidence of consumer interest followed immediately on appearance of the first advertisement.

By the end of the third month this consumer interest had moved the accumulated stock on the jobbers' and dealers' shelves, and the

tide was turned.

The amount that it was profitable to spend per dollar of sale was then determined. It was agreed to continue to spend this fixed percentage for each dollar of sale. On this basis, there has never been a month where the sales have not shown an increase

over the corresponding month of

the year before.

In the seven years that have elapsed, the business has been multiplied seven times-resulting in a sale that is conspicuous even in the large sales figures that are common to-day.

The advertising appropriation to-day is nearly three times what the sales were seven years ago.

No one then would have ventured to prophesy the existence of the market now enjoyed. Natural conservatism would have precluded the discovery of that market had not the manufacturer been wise enough to place his adver-tising on a unit basis from the

Until the last few years, the advertising of this product has been done entirely in magazines, and to-day seven-eighths of it is still

in magazines.

All four of these cases previously described have been of articles

bought by women.
Some may say, "That is all right -women will read magazine advertising-but men will not." Let us see.

Three years ago, a manufacturer whose business ran into millions was selling his entire output in bulk through jobbers.

His product was sold to and used by men almost exclusively.

He realized that the part of safety lay in building up a busiover his own name and brand.

He faced strong competition already entrenched in the field. His product, though it did have very definite advantages over competitors, was in no way distinguishable from those competitive products even by experts, except in actual use, and even then difference in results could be credited to other factors.

A name was coined for the product and a package designed for it, and a year spent in secur-

ing distribution in a limited area. The second year, by the use of the magazines and an adequate selling force, a distribution was secured from coast to coast.

One of the officials of a company making a competing product said that not over 10 per cent to 15 per cent of the total users of a product of this kind could be

made to buy by brand.

The real advantages of this product were told in the advertising. Actual tests were described that would prove to the user the advantages to him of specifying this article and insisting that he got it and not a substitute or competitive brand.

To-day this product, after a third year of magazine and farmpaper advertising, stands abso-lutely alone as a new kind of

product in its field.

Whereas in selling in bulk, the slightest price variation determined whether the manufacturer got the business or not, this maker now is able to get a price commensurate with the quality he

And instead of his business destiny being in the hands of a limited few, about 400,000 users of this article make it necessary for the natural channels of trade to supply them with the article that they demand.

So large a sale has been built up that the manufacturer's present problem is one of expanding factory capacity to keep pace with

the sales.

SALES COST WAS HALF OF ESTIMATE

Less than a year ago the largest manufacturer of his kind in the United States, and in fact in the world, perfected a new product.

So distinctive was this product that it merited a name to establish it as an entirely new kind of article. Such a name was coined.

Selling arrangements were made and proof that advertising was to be done furnished, and some actual advertising was run to make the sales efforts effective.

Estimates were made of the quantity which could be reasonably expected to sell, and factory capacity for this quantity was ar-

ranged for.

The actual consumer season for this product has only been opened three months. Distribution from coast to coast has been secured, and the magazine advertising has actually moved the product into

the consumers' hands in quantities beyond the estimated monthly sale! The additional capacity which was arranged for in case of need is being called upon. The cost of the sales work, sup-

The cost of the sales work, supplemented by the use of magazines in this way, is just half the original estimate for a selling

force.

In these six instances, the interest of the consumer has been genuinely and actively aroused. Consumer demand—so often spoken of that it has become trite—has been created for all of these products. When really achieved, as in these cases, it does bring about that ideal which every manufacturer dreams of—a condition where the people actually want and demand his goods.

More and more is the machinery of distribution acting as a machine. It is to the interest of the maker of every good commod-

ity that this be the case.

In the vast market that a hundred millions of people afford the only force adequate to secure the full possibilities of any product in that market is the "pull" of those millions. Contrast this "pull" of the millions with the "push" of the few hundreds of thousands of dealers and you will see what magazine advertising can be made to do, and is doing to-day.

So great is the power of magazine advertising that the real problem is to so arrange the other factors of cost that sufficient advertising can be provided for to achieve the full possibilities of the

product.

John R. Simpson Is Army Purchasing Agent

John R. Simpson, vice-president of William Filene's Sons Co., Boston, has been appointed purchasing agent for the United States army. He will buy everything for the infantry and cavalry with the exception of food and clothing, and it is estimated that his first four months' expenditures will total \$132,000,000.

The rank of major has been given Mr. Simpson, and he will be in command of the equipment division of the ordnance department. He has been with the Filene store for thirteen years, and recently has acted as merchandise

manager.

## National Trade Assn. Fights Price-Standardization Bill

Price-Standardization DIII

A circular has been mailed by the
National Trade Association of New
York City to the large retail stores
throughout the country, calling attention to a bill introduced in Congress
by Representative Kelly, of Pennsylvania. Like the Stephens bill, this
measure is intended, says the circular,
to legalize the fixing of resale prices,
both wholesale and retail, by the manufacturer. Though it is possible that
neither of these bills will actually be
considered by the present Congress, the
National Trade Association, which is a
vigorous opponent of price standardization, urges retailers to "keep your eye
on the Kelly bill while you oppose the
Stephens bill."

# Roy G. Watson Heads Houston "Post"

Roy G. Watson has been elected president of the Houston Printing Company, publisher of the Houston, Tex., Post. His predecessor, Col. R. M. Johnston, becomes chairman of the board. By the will of Mr. Watson's father, who owned a majority of the stock when he died twenty years ago, the property was to be administered in trust for the benefit of his son, then six years old, and to be turned over to him when he had reached his twenty-fifth birthday. This time has now arrived and Mr. Watson assumes control of the publishing business.

# Munsey Buys Back Baltimore "News"

Stuart Olivier, who purchased the Baltimore News from Frank A. Munsey eighteen months ago, has sold the paper back to Mr. Munsey. Mr. Olivier will remain as general manager of the paper. Unprecedented conditions brought on

Unprecedented conditions brought on by the war and added expenses of publishing newspapers are given as the reasons of the sale.

#### Samuel W. Meek With New York "Times"

Samuel W. Meek, until recently business manager of the Philadelphia Press, has become associated with the New York Times. For the present he will assume the duties of Charles H. Grasty, treasurer of the company, who has gone abroad to act as general correspondent of the Times at European capitals.

### Charles C. Green Joins Hudnut

Charles C. Green, formerly merchandising and advertising manager of Wm. R. Warner & Co., Philadelphia, has been appointed director of advertising for Richard Hudnut, New York.

A campaign of newspaper advertising is contemplated for the fall.

# Re:—The St. Louis Convention A LESSON OF IT

Every buyer of advertising who attended the convention of the Associated Advertising Clubs of the World at St. Louis this week must have been impressed with the effort directed in the various sessions toward betterment in the practice of advertising as a business force. You come back home with new thoughts on the practical application of advertising; the elimination of the waste that often creeps into even the best laid plans.

In Baltimore, for instance, if your plan is to help your local dealers sell more of your merchandise in their immediate territory—use the newspaper that is read most in Baltimore city and suburbs—THE NEWS. You at once put in operation a business force and a business economy that spells success. You give your Baltimore trade the stimulus it needs and the consumer the opportunity to buy intelligently.

THE BALTIMORE NEWS offers the discriminating advertiser the most local home circulation at the lowest cost—another economy—no duplication—no subterfuge. Ask any local dealer to check up this statement. Baltimore is today enjoying the fruits of a well built prosperity, without the aid or assistance of war booms or war babies. It's real and here to stay.

Now is the time to investigate this busy market. The new business department of THE BALTIMORE NEWS is at your service. What do you want to know about Baltimore?

For Better Business in Baltimore Concentrate In

# The Baltimore News

Net Daily Circulation May, 1917, 91,734

GAIN over same period 1916, 19,793

DAN A. CARROLL Eastern Representative Tribune Building New York J. E. LUTZ Western Representative First Nat'l Bank Bldg. Chicago



# announcing=

the appointment of

# WILBUR L. ARTHUR as manager of the / Eartern Office, effective June 1.

**q** Mr. Arthur will have full charge of all the Eastern business of HOME LIFE and The Home Life Retailer, with headquarters in New York City.

**q** Mr. Arthur's broad experience, wide acquaintance and knowledge of the merchandising and advertising of products of merit in the Small Town and Rural Field, make him a particularly valuable addition to our executive staff.

HOME

Member A. B. C.

Circulation 1,000,000 Monthly \$3.50 Per Line



WILBUR L. ARTHUR Eastern Manager

# NELSON AGARD, Publisher . GEO. F. HARTFORD, Vice-Pres. and Adv. Director

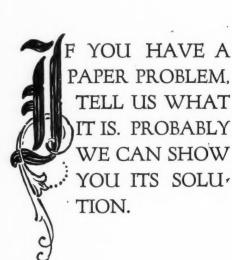
PUBLICATION OFFICE AND PLANT

J. E. FORD, Western Advertising Manager

141 W. Ohio St., Chicago, Ill.

Tel. Superior 3280

RASTREN OFFICE
WILBUR L. ARTHUR, Eastern Adv. Mgr.
1182 Bloadway, New York, N. Y.
Tel. Madison Square 7551



# THE WHITAKER PAPER CO. CINCINNATI, OHIO

Birmingham Detroit Atlanta

Bay State Paper Co, Division, Boston
Smith, Dixon Co. Division. Baltimore

Chicago Office. 878 Continental and Commercial Bank Building
New York Office. Astor Trust Building



# Let the Dealer Help You Help Him Sell

Some Personal Touches in Co-operative Work That Count

By R. M. Nicholson

Advertising Manager, The Berger Mfg. Co. (Steel Roofing), Canton, Ohio

SMALL but ambitious druggist in our town called up one of the local engravers. "Send a man over," said he, "I want to get up a catalogue."

The engraver did. "Now," explained the dealer, with a wave of his hand to include the entire stock in the store, "I'm not going to use all these cuts, circulars and booklets these manufacturers send me any more. I want pictures made of my important items and put up in a dandy catalogue representative of my store."

"Yes," ardently exclaimed the salesman, picturing a week's run for the shop on one job, "we're the people to give you service." (I don't believe I am exposing the identity of the engraver by quot-

ing that expression.)

"Let me know about what the cost will be," resumed the dealer, "just a rough estimate-you know, a nifty catalogue on shiny paper."

The salesman secured the details and returned to the shop to figure probable costs. Then he telephoned. "We can get out a bang-up good catalogue in the style and quantity you want for somewhere around \$1,000. might be more or it might be-" but he never finished; the dealer had fainted.

And why the shock? Why did the dealer expect for

\$50 a \$1,000 value?

Because that druggist had no conception of the cost of engrav-ings and printed literature. He valued dollar engravings in pennies and three-color booklets in pounds-paper baler pounds. The manufacturers as a whole had failed to sell him on the advertis-

Are we who are manufacturers taking the proper steps to make the dealer realize the value in dollars and cents-the cost value of the advertising we supply? Many of us are not-the result, waste and more waste. And waste means not the reducing of distribution costs and ultimate benefit to the consumer, but increased cost for which the consumer is taxed.

Therefore, the theme of my talk is "reduced internal pressure for the waste-basket, shorter hours for the paper baler, and lower

prices for the consumer.'

The experiences which I shall recite in this brief address are not mine exclusively. They are my experiences with The Berger Manufacturing Company and past connections, combined with the experiences of the several mem-bers of the Canton, Ohio, Adcraft Club, which I have the honor to represent. In other words, I wish to offer a composite of actual incidents in the advertising lives of Canton Adcrafters, because from these incidents we may be reminded of things we know, believe in, but sometimes forget to practice.

CAN'T SELL CO-OPERATION THAT CAN'T BE GIVEN AWAY

There is a grocer in our town who runs eighteen stores. I interviewed him. "Do you get much advertising matter included gratis in shipments?" I asked. He said he did. "What do you do with it?"
I inquired. "Throw most of it
away, because I can't use it." Another horrible example of the high cost of helping the dealer. And why does the man throw perfectly good printed matter away which, if properly distributed to the public, would increase sales and de-crease cost of distribution? The answer is the same as before. He is not sold. You can sell a dealer co-operation, but you cannot give

Portion of address before St. Louis Convention; A. A. C. of W.

it to him. Now, I don't mean that in every instance the dealer must pay for this direct advertising matter to appreciate it, but he must be made to want it to the extent of asking. Otherwise insufficient attention will be given the advertising to permit it to do its part in helping the dealer sell.

On the other hand, this same grocer was very enthusiastic over some special advertising he had on the way and which he had never seen. It was with some pride that he told me that one single piece was worth \$3.65, and that before he could get it he had to agree to use it as directed and place a signed order for it. He was sold. And when a dealer is properly sold the advertising will not be robbed of its birthright.

Now a word about that great popular pastime of advertising managers entitled "Writing for a mailing list." How many have, with me, sent a most courteous letter to our dealer in Dallas, Texas, or Bangor, Maine, asking for a select list of buyers and have received by return express, collect, that great work by Alexander Bell, the telephone directory? It wasn't the dealer's fault that he sent that directory with its hundreds of excellent opportunities for wasteit was our fault. We didn't sell the dealer on the value of the literature to be sent, upon the cost of the labor involved, and most of all, upon the potential possibili-ties for profit for him. A good mailing list is a thing of beauty, joy and grace, and can't be had without effort. Reciting to the dealer a few generalities regarding the wonders that will be worked won't do-he is calloused; but definite statements will.

Why not tell the dealer, tactfully, of course, the amount per individual it will cost you to advertise for him? Expense is a good base from which the average man can readily reason; also tell what definite results have been accomplished for others—give the figures in number of customers, number of sales and number of dollars, any or all, the more figures the better.

I had a department store man

tell me of a mailing list made for him which brought in within two days 200 new customers for a toilet preparation and, undoubtedly, a goodly part of these people became steady buyers at his store. Wouldn't that make attractive reading for another dealer in the next town, and help sell him on the idea of sending a good list? I learned from another dealer that he got back 325 coupons each ac-companied by 10 cents from a well-directed co-operative campaign supplied by the manufacturer-an interesting bit to pass on. Definite data can be secured from dealers who have prospered at your hands if you make the proper approach and persist, and they will serve to stimulate to action many of the neglectful,

Some of you do sell your dealers on the idea of a hand-picked list, and you have found it pays. I know of a women's clothing manufacturer who went after his dealers to get lists of the actual buyers of his particular brand of women's skirts. He didn't get lists from all, nor from half, but the lists he did get were exactly right for his purpose, and afterwards every dealer save one who had supplied these special lists wrote that the direct advertising done had been productive of exceptional results. Lists are like eggs—they grow less productive with age until a point is reached where they should be buried.

#### FOILING THE DESTRUCTIVE CLERK

A druggist who owns five stores in our village tells me the great waste of circulars and booklets furnished him for counter distribution is partly due to the insane desire rampant in the bosom of every clerk to clear off the counters. The result is, many a morning medley of advertising song which grows fainter and fainter as it nears the furnace escorted by the porter. Why not provide a suitable container to keep the literature clean, handy and off the counter? I know of one manufacturer who does this, and finds his advertising goes further and in the right direction. If we are really going to help the dealer let's give him a hand in foiling these clerks with the clean-up and cleanout disposition. It will cut down

the cost of distribution.

Now, here is something that at first flash few of you would believe could happen, but it does. Manufacturers send dealers inclosures for direct mailing of such size that they can't be inclosed. In common parlance such action comes under the head of "Pulling a Bone." Something that shouldn't be, but is. I know a manufacturer who got out a booklet which in itself was right size, but inclosed with a two-page letter it not only made too much bulk for the envelope to close easily, but it went beyond the two-cent postage limit. A haberdasher said that he recently received a supply of attractive booklets for mailing, but couldn't use them because they were just a little too big for an ordinary 63/4 envelope. Right here let me suggest that advertising matter should be shipped separately to the dealer by express or else protected against the roving When a pail of a restless cargo. of paint plays tag with poor, weak paper stock during a 500-mile journey something tears. Protect your brain children and give them a chance to grow big enough at least to annoy the neighbors.

A department-store advertising manager tells me that it is a rare thing for the manufacturer to write him personally when a shipment of advertising matter is en route. The result is that the man who unpacks the goods in the basement sets the advertising matter aside—and there it sets until it has gathered sufficient dust to cause no twinge in the heart of the conscientious janitor when he guides it to its final resting-place. This advertising manager said 75 per cent of direct mail matter and co-operative advertising furnished

his store was wasted.

# SEND DEALER LESS MATERIAL THAN HE ASKS FOR

A definite order or requisition is a good thing to require from the dealer, but that doesn't eliminate the possibility of waste. So often a dealer in a town of 1,000

souls will ask for 1.000 circulars when perhaps the commodity offered appeals only to a small percentage of the population. One manufacturer I know when he judges the quantity requested is too great writes the dealer to send in his mailing list and he (the manufacturer) will save him all the bother of directing the envelopes, filling in and mailing. course, the dealer has to send his own stationery and envelopes, which means a financial interest and the list usually then runs about 331/3 per cent of the original request. Furthermore, it is my experience that it is better to send dealers small quantities and repeat the dose often than to give them too great a quantity at once. Never try to founder a dealer because his appetite seems good.

When time permits, a good plan is to get the merchant's advice on any new co-operative literature you propose to get out. Write him and tell briefly what you intend to issue and its purpose. Ask his advice, and find out if he can use the proposed material. advice from an advertising standpoint may not be worth much, but he likes to be asked, as it is inherent in the makeup of every human to feel that he has in him the making of a wonderful adver-tising genius if he only had time to give the subject attention. He can, however, tell you accurately whether he wants that sort of help or needs something else. Let the dealer help you help him sell.

#### Comparative Sales of Meat Packers

Although it has been said at times during recent discussion of the proposal to take over the packing concerns, that they are doing a business of \$1,000,000,000 a year, this estimate is too small by considerably more than fifty per cent. The gross sales of the great packing houses, Armour & Company, Swift & Company, Morris & Company, Wilson & Company, and the Cudahy Packing Company, for 1916 come to \$1,659.000.000, distributed as follows: Swift & Company, \$225,000,000; Morris & Company, \$225,000,000; Morris & Company, \$275,000,000; Wilson & Company, \$150,000.000; Company, \$150,000.000.000; Company, \$150,000.000; Company, \$150,000.0000; Company, \$150,000.00000; Company, \$150,000.0000]

# How Department Store Uses Direct Mail to Help Advertisers

Various Ways of Getting New Business Described

By Joseph B. Mills

Sales Manager, The J. L. Hudson Co. (Department Store), Detroit, Mich.

R EGARDING direct mail as a means of producing business, through the channels of new customers or reviving old customers, there is certainly no cast-iron, airtight, bomb-proof or anti-slacker rule that will apply in all cases; no more than there is one kind of medicine that will cure all ills. Conditions must be met as they are found in each and every case; methods of the East will not answer those of the West-yes, you will say that's somewhat radical for a state or country-wide proposition such as the mail, but when one stops to consider the exact meaning of the subject—"Getting the Order"—then and only then will you realize the importance of "how you attempt the job."

As you well know, many if not most department stores apportion but a very small amount of their publicity appropriation for work under the head of direct mail, and yet these same stores will swell the columns of the daily press with so-called advertising, making little comment when the newspaper advertising percentage reaches four and five per cent. "Direct Mail" publicity finds a

place in our budget simply be-cause we have faith in the proposition—we feel that it has brought results, that it has as-sisted materially in the upbuilding of the business, in many cases more lasting than newspaper publicity.

Perhaps one reason for this is that it seems the easiest way. Buy the merchandise, get the so-called advertisement in print as soon as possible, plan the sale in every detail-and then a wise Providence sends rain to dampen one's ardor and cause the department buyer to tear his hair.

Such merchants lack visionthey do not study the individual characteristics and requirements of their clientele-and vision is so important in any phase of busi-

Now, I am not saying one word against the newspaper as a medium to get business-it is all-powerful, but as the National Red Cross Association is termed the big brother of the army, so should your direct mail appropriation be figured as the big brother of the newspaper-and not a step-brother either, but a full-blood relation— a helpful member of the store family.

#### SUBDIVISIONS OF BUDGET

The sales manager's budget in a department store contains five dissections. First-newspaper advertising expense, directly chargeable to selling departments, and general newspaper advertising, pro-rated among all departments. Second-direct general, which is our dissection title for "Direct Mail." Third-all other forms of advertising-posters, moving pic-tures, etc. Fourth-sign department. Fifth-display manager's department. Five separate and distinct sub-heads all under the caption publicity.

The figures here quoted are for the first three months of the present fiscal year and will give you some idea of the relative strength of each dissection and its relation to the whole.

February - publicity percentage of expense based on sales, 4.4 per cent-for all of the five mentioned dissections. Of this amount .03 per cent was spent for direct mail work. This amount may not appear to be large, but remember that the total expenditure includes every detail of the sales manager's office-supplies, rent, heat,

Portion of address, June 6, before St. Louis Convention, A A. C. of W.

# Bosten University

# The Better Part Of Cof

You spread your message over the better part of Ohio when you put it in the PLAIN DEALER with more than 150,000 daily and more than 200,000 Sunday subscribers representing Ohio's worth while homes and progressive buyers. The PLAIN DEALER is an effective, economical, expeditious way of communicating to this consumer army your preparedness to supply a particular need.

# The Plain Dealer

First Newspaper Cleveland Sixth City

Western Advertising Representative
JOHN GLASS

CHICAGO, Peoples Gas Building

Eastern Advertising Representative JOHN B. WOODWARD Times Building, NEW YORK 

# The David C. Cook Publishing Co.

Announces the Appointment of

# Messrs. BARNHILL & HENNING

as Eastern Representatives of

The Boys' World
The Girls' Companion
Young People's Weekly
New Century Teacher's Monthly

with offices at 23 East 26th Street, New York

Advertising Director 30 E. 34th St.

June 1, 1917

light, all salaries, fashion shows, etc.

March—Total publicity expense, 4 per cent; direct mail, .06 per cent.

April—Total publicity expense, 3.5 per cent; direct mail, .06 per

cent.

Notice that April's expenditure in proportion to the total is larger than the preceding month, because we went after the business through the medium of direct mail

-and got results.

"Direct mail," as we term it, fits well the title of these remarks—"Dealer Stimulating Sales for Himself"—for we use it for nothing else than a means to get more business, and our belief is that it gets just what it goes after.

We use great care in the preparation of copy-making the appeal personal in every case; we endeavor to dress our "direct mail" matter in the best of clothes -for isn't it a salesman? Would you think of calling on a banker or a merchant if you were in the selling game without a careful inspection of your attire? It might mean your last few dollars expended for clothes, but think of the chances you are taking in being unprepared. Just so with your "direct mail" proposition give it the best dress possiblesend it on its way in a limousine and have enough enthusiasm in your makeup to know that it's going to be successful. Everything you send out from your office is either an expense—because it brings back no returns or an investment, because it brings in the order.

National advertising is a much abused term—in the broad sense, many of the campaigns that stretch their arms across the country are marvels from the artistic point of view, many are instructive, many are mighty good reading and many are forceful enough to either get the order direct or make it possible for the local representative to get his

share of the business.

Some national advertising campaigns fall flat through lack of sincerity or desire to assist the dealer, and still others overdo the matter by forcing themselves upon the dealer where such a connection will benefit neither

party.

As an ideal national campaign I would cite that of the Kuppen-heimer Company. The Chicago office mails 30,000 catalogues each spring and fall season at a time we designate to a list of names we furnish, while from the sales manager's office in the Detroit store is sent a personal letter connecting the Detroit clothing department with the Kuppenheimer catalogue. This is our idea of "hitching on" to a clean, straightforward national campaign. And yet not all of the credit for sales in this instance must be given to "direct mail," for in conjunction there is also a newspaper campaign and a poster campaign to which we "hitch on" with store advertising and windows.

We believe that it is the combination of all of this publicity

that gets the business.

There is not a national advertising campaign of any importance where it concerns merchandise which we carry or can get but what we "hitch on" just as soon as possible. It may be a series of letters calling attention to a page advertisement in some magazine—praising the advertisement and the merchandise first and foremost, and then getting in a good talk on service which in this case infers that we carry the identical merchandise mentioned in the advertisement and quite naturally our prospect will think and act to our benefit when the time arrives.

The Printz-Biedermann campaign, the recent Movette Moving Picture campaign, the O-So-Easy Mop campaign—all were followed

on the same plan.

Different lists are used in many cases; for example, in the Movette campaign we used members of camera clubs, owners of Packards and other high-priced cars—appealing to them on the proposition of summer vacations; also a list of camera prospects from our own department.

The O-So-Easy Mop campaign was treated through house-owners and particularly those who had recently moved-great chance for a happy connection there-and it brought results. It's cheaper to move than pay rent in Detroitthat's why the mop campaign

We cannot trace exact results as to orders in every case, therefore, I cannot give you any straight percentage, but our belief is this, especially during the present newspaper economy craze, that the personal appeal gets to the right person in the home and, if sincere in its argument, will be remembered long after the scare heads in the daily press are untangled.

Speaking of letters as part of direct mail matter, we never send out a letter signed in typewriter by the company alone; it is always attested by the sales manager. We believe personality counts.

You may be interested to know of a direct mail campaign we launched recently with good results. The patriotic fever has not enveloped Detroit on such a red, white and blue scale as shown in New York and Boston, though I believe we are just as patriotic. It occurred to us that more flags should be shown on residences, so we framed a tactfully worded letter, quoting President Wilson's request that the American flag be shown on every home, followed with a point on service, to the effect that we would gladly send a representative and place a flag on your home for such an amount.

We used as a list, occupants of residences where no flag was shown. Did it take? Yes. shown. Did it take?

In conclusion, let me use just one thought: "Give your direct mail appropriation very careful consideration, and if you must economize on your publicity ac-count, do it in some other direction." But why economize now? This is the period during which you should drive, not retreat; you must hold your own; when the reaction comes you must be ready for the procession of businessto claim your share as it passes. Keep all your lights burning—do not save on any branch of publicity, but rather double your appropriation.

#### Dead Advertising Won't Help a Live Church

Churches by the score are finding that by using advertising they replenish their purses and fill their pews. But the advertising which does that is interesting, clear and convincing. It must be colored by human sympathy and charged with human appeal, just as the sermon must be, which it invites people to hear. Of course, if cold, formal and stereotyped advertising is used by a church it irresistibly bears the impression that the sermon will be of the same kind. It is past all understanding that a church, esall understanding that a church, es-tablished by its Divine Founder to serve men, a church whose walls ring with uplifting music, from whose pul-pit sounds the challenge to nobler living and among whose members is the quickening spirit of sympathy and service—that such an institution with so nuch to offer, should call through the highways and byways in a small, dull, formal advertisement. Such advertising, in fact, falls so far below the truth that it is essentially untruthful, and I am not sure but that it cries to heaven for the corrective service. to heaven for the corrective service of our vigilance committees. At least this can be said without fear of challenge in this great parliament of advertising—the church, which is the greatest institution in the world—has the poorest advertising in the world.—Herbert Houston, at A. A. C. of W.

#### Folger Week Sells Tea on Pacific Coast

J. A. Folger & Co., of San Francisco, conducted an advertising campaign on the Pacific Coast recently to build up good-will for Folger's Golden Gate Tea. A week was selected as "Folger Week," and space was used in 200 newspapers in nine Western States and Alaska, featuring the slogan, "Save fifteen cents a pound." The public were informed that, turing the week they could get Folger's during the week they could get Folger's Tea at fifteen cents a pound below the regular price, at all grocers. The company advertised to dealers that it would pay them the difference between the sale price and the usual retail price on all of its tea that they sold during "Folger Week."

Dealer-helps in the shape of mail-ing cards, posters and window-stickers, clerks' advance order books, electrotypes, clerks' advance order books, electrotypes, and picture-slides were furnished free. The plan was sold to grocers by a circular containing a list of newspapers in which the advertising was to appear, pictures of the various dealer-helps, and a blank form to be used by the retailer at the close of the campaign in claiming payment of the difference between the regular and sale prices.

## "Home Life's" New Eastern Manager

Wilbur L. Arthur has been appointed Eastern manager of *Home Life*, with headquarters in New York.



# Director of the Creative Department

WILLIAM T. GRAY—whose helpful cooperation with advertisers is bringing national recognition to the Meinzinger Studios—now director of the Greative Department.

Mr. Gray devotes his entire time to the big task of developing Sales Building Art Ideas for Meinzinger clients.

MEINZINGER STUDIOS

Complete Art Service
DETROFT





# Cut Out Demonstrators

We make window displays that sell goods by showing the actual article and telling its sales story in the window of the store where the goods are sold; reaching not only the buyers who enter the store, but the thousands who pass outside and see the article and its use displayed in the window.

AMERICAN LITHOGRAPHIC C.

# Use Demonstrator Cut-outs

Compare photo of the saleswoman's demonstration with the picture of the cut-out, then contrast the costs. We specialize in printed salesmen, such as cut-outs, folders, store helps, and direct-to-consumer letters that help to "put the sale over the counter."

We can help you increase your sales.





# BUILDERS of AMERICAN BUSINESS

FRANK DISSTON, PRESIDENT OF HENRY DISSTON & SONS, INC.

"Articles that promote a lively spirit of progressiveness in business are characteristic of System. They are of untold value to any business. We have subscribed for and read System for years."

Frank Shistm

NUMBER XCVI in the series of portraits of readers of SYSTEM

# Special Considerations the Foreign Sales

What Carefully Planned Letters Have Done in Different Campaigns

# By Walter F. Wyman

Mgr., Export Dept., Carter's Ink Co., Boston, Mass., and Honorary President Export Managers' Club, of New York

To my mind the greatest value of the sales letter in developing foreign business is as a part of a well-balanced and well-planned export campaign designed to cover not less than ten-year periods. While it is perfectly possible in many lines to develop a series of letters which will bring back immediate orders, this by no means proves that in securing these orders the sales letter has reached its height of value. Its utmost pinnacle is in building up markets.

I consider it perfectly proper to class as sales letters all those written to cultivate a foreign market, so that sales will reach their period of fruition only through a salesman's visit or visits. It has been demonstrated several times that letters of this type will save the cost usually set aside for the "introductory trip" of a salesman. It has been proved that it is entirely feasible through the medium of these letters to make the salesman's first trip produce far greater business than the usual second trip of a salesman.

The chief function of sales letters of this type is to sell not the goods which the manufacturer has to offer, but the house that makes them. The salesman following on the heels of such a series of letters is relieved of the burden of selling the reliability of the maker, of selling the idea of purchasing from the maker and of selling the maker's ability to handle foreign shipments properly. Because of these advance letters the salesman is able to devote his whole call to the actual selling of merchandise.

This is not untested theory. It

is perfectly possible at a reasonable expense to acquaint so thoroughly the dealers on whom the salesman will call with the type of service and co-operation to be expected that the salesman is greeted almost as an old acquaintance.

A striking example of the value of such letters is afforded in the experience of the New York manufacturer who not only worked with letters in front of his salesmen, but solicited orders for a definite assortment of his goods. The immediate response to the assortment offered covered more than the expense of the entire correspondence. To cap the climax, the salesman was handed in every city he visited from one to six assortment orders by firms who had not even acknowledged receipt of any of the five letters in the series. These, with the possible exception of a dozen cases in all, would not have sent in these orders except for stimulus of the salesman's visit.

GROUNDWORK FOR FUTURE SOLICITATION

There is a type of foreign sales correspondence which apparently has been neglected by all but a half dozen manufacturing exporters. For lack of a better description this type can be called "the intermediate letter." It is sandwiched in between actual sales letters designed to bring back orders and the letters which are used to bring in collections. It reaches across a gap otherwise not easily bridged. The intermediate letter fits into this need and capitalizes this opportunity; the intermediate letter lays a groundwork for later direct solicitation by carefully refraining from direct selling appeal, and yet it shows the dealer ways and means to increase his

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profits. Without attempting to introduce here even one such letter, the idea can be well described by referring to one. The one I have in mind encircled the globe. It pointed out that in each country some one product of the manufacturer enjoyed the leadership. In Egypt it was product A; in Argentina it was product B, and so on through the alphabet.

The moral of the letter was apparent. Without some real merit no one of the products could have enjoyed real leadership in any country. With the proved merits the dealer could easily see that by adding to the variety already sold he could far more easily increase his profits than by endeavoring to build up his sales on the few items he carried of the many which this manufacturer listed.

It was very noticeable in the six months following the mailing of this particular letter that orders received included from one to four additional new lines—not merely new items. There were direct inquiries from scores of regular customers who wished full information regarding sales helps, sampling campaigns and dealer literature in connection with lines which they had not previously

purchased.

Another variation of the "intermediate letter" was chosen by a Boston manufacturer in what proved to be a most popular series. These letters dealt with topics such as insurance, the returned-goods evil, the various forms of foreign drafts and the advantages of each type, the wisdom of visits to the United States because of conditions created by One included an offer the war. to investigate buying and shipping conditions apart from any immediate relation to the actual line involved.

Let us turn to another function of foreign correspondence. During the past two years a necessity has arisen for a type of sales letter most difficult to write, but most valuable if handled most skilfully and delicately. With most of us it has been impossible to give the same prompt service to our foreign friends on which we prided ourselves in pre-war times. Too many of us have taken for granted that the foreign merchant would know all of our difficulties and would, therefore, inevitably make proper allowances. Many more have felt it a poor policy to refer in any unnecessary way to delays in shipments. Those of us who have at times gathered up enough courage to turn into a direct-selling argument the very factors which conspired to make good service impossible have been rewarded all out of proportion to the risk involved.

TURNING DIFFICULTIES INTO ORDERS

It is certainly not too much to consider as an excellent sales letter any communication which not only results in increased business, but which brings this increased business to the writer sufficiently in advance of actual need of shipment to make the orders welcome visitors instead of burdens. It is remarkable to see the willingness of foreign merchants to break away from all precedent.

Properly approached, it is very often possible to secure a blanket order calling for monthly shipments and these shipments to be executed at prices prevailing at time of shipment. By placing a considerable per cent of foreign business on this type of monthly schedule not only is the manufacturer in a position to anticipate his production needs but also to plan the amount of space needed

on outgoing steamers.

Inevitably the advantages thus enjoyed result in better service to the merchant; inevitably the manufacturer's sales volume is augmented by elimination of a decidedly large amount of competition; inevitably the dangers of short shipment" disappear, because items necessarily omitted from one month's order can be included with the one going forward the following month. bar, as sales letters, correspondence which brings about such results is to make a laughing-stock of any system of sane merchandising.

In the foreign field there are experts who can so train sales-

men and so direct their efforts that · they do not seem to need the assistance of the sales letter. are experts who can write such convincing copy that their printed advertisements, without the assistance of letter-writing, bring in pleasing dividends. There are pleasing dividends. perhaps a score of export managers who have mastered the sales These are in receipt of such a constant stream of orders and reorders that they are inclined to scoff at there being any interest, purpose or even excuse for export salesmen or export adver-

To most of us in whom genius of this type is absent the value of the sales letter in developing foreign business lies in the remarkable adaptability of the written word "to dove-tail" with the application of other selling forces.

# Domestic Price-Marks in Export Trade

The United States Consul-General at Rio de Janeiro sounds a warning to American exporters in a communication published recently in Commerce Reports. "The habit," he says, "which some American manufacturers . . . have of employing the same paper cartons in their foreign trade as in their domestic business proves disastrous when these containers have visibly marked upon them the retail price of the goods in the United States. Shipments have been known to be delayed here in the customs house for the payment of duties on the basis of the marked prices, rather than on the invoice value, even though such a practice may seem illogical, and although it should be a matter of common knowledge that wholesalers and foreign customers are invariably given large discounts."

## Advertising the Liberty Bonds

"We expect to have called at least three phases of the desirability of the Liberty Loan to the attention of every man, woman and child before the campaign comes to a close ten days hence," said Secretary Guy Emerson, of the New York Liberty Loan Committee, last week.

"We are utilizing every organized agency possible. The women in their various places, school children, wholesalers, retailers, professional men, boy scouts and a dozen other organizations are all doing their 'bit.' The printed literature we are distributing runs far in the millions. Fifteen languages are being employed."

# Translations of Your Advertising for Foreign Mediums

Great Care Should be Given the Matter of Technical Expressions, Especially—Even English Words Have Different Meanings in Different English-speaking Countries

By Oren O. Gallup
Export Mgr., Simonds Mfg. Co., New
York.

S HOULD translations for foreign advertising be made in this country or in the foreign country itself?

It depends upon your proposition entirely. If you have matter which is simple and does not contain technical expressions-if the language is to be simply the conversational language of the foreign country you can get the translations done in this country by certain reliable agencies and individuals which will be entirely satisfactory. If your line is technical or requires a use of local expressions or idioms, by all means have the translation either made or carefully checked by your representative in that country, who is, of course, familiar with the local and technical expressions applying to your particular line.

It has been the experience of our company that it depends entirely upon the language as to the efficiency of the translation made here at home. In Spanish, French and German we have had some very creditable work done in New York. Of course we have become familiar with the peculiar expressions pertaining to our own business and are able to check the In Rustranslations ourselves. sian we have found it necessary actually to coin words or originate names for designating some of our goods properly, and we have found it necessary to work through our Petrograd agency to accomplish this. Personally, favor having all translations

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checked in the country to which they are to be sent. If this is not possible, have your translation checked by another reliable translator to avoid some of the amusing occurrences of which we have all

And how about the translation of American into the local English of the many parts of the world? Forget the idea that your domestic literature is correct for English-speaking countries abroad. As far as export advertising goes, English is a foreign language. Local English in Australia is entirely different from your propaganda in the country with a punch in it. That punch is liable to hit our Australian friend between the eyes instead of producing the orders.

Some firms already recognize One concern of whom I this. have knowledge changes its English copy for different sections of the world. They found that the goods themselves were called by different names from those used here—that the class of people they desired to reach were entirely a different class from the domestic market and to get efficiency they adopted the policy of using the local language. This, of course, requires much study and co-operation with your customers in the different sections of the world.

In our business we advertise to reach the saw filers in the sawmills of this country, and the title "filer" is demanded by this class of men. In Australia they are "saw doctors"—some other sections call this individual the "engineer," which is entirely different work according to the American usage of the word. There are a number of such complications as regards the saw business, and of course you in other lines have different problems of this nature to be studied out.

#### MORE SATISFACTORY PRINTING IN THIS COUNTRY

question arises Again, the whether the printing should be done here or in the country for which the goods are destined. Some firms advocate having the actual printing done in the foreign country, especially in such countries where the customs duties on printed matter are high. Another argument has been that the local agent takes a more personal interest if he has to attend to having the work done and all the detail is under his supervision.

Admitting the justice of these arguments, it is my contention that this advertising matter should be printed in the United States. The advantage is so great that the opposing arguments are overcome.

It is agreed that advertising and printing are better done in this country than any other country in the world. Then why sacrifice the nice work and attractive appearance for the saving of a small amount per piece for advertising duties? If it is worth sending out it is worth doing right. Gain the value of American printing development and send out advertising that you will be proud to have your competitor read.

Export copy is stronger if pictures or photos are prominently displayed with a limited amount of reading matter. These illustrations should not be typically American scenes. These are not understood and lose their effect. Get some photographs or sketches of scenes or occurrences in their own country and you talk a language which

they can understand.

#### TRADE-MARKS MUST FIT FOREIGN CONDITIONS

Have you analyzed your trademark? Does it mean anything different in some other language? Does the foreign pronunciation have a tendency to confuse your goods with some other line? These matters are too important to ignore-they have had a vital effect upon the export business of some firms with whom I am acquainted and it is better to change your trade-mark and have a special mark for certain countries than to become involved by lack of consideration of the language or customs of the country and people you desire to sell.

E. E. Taylor has been appointed advertising manager of the Acme Harvesting Machine Company, of Peoria,

# Individuality

To many it conveys a message of good cheer
To many it stands for pure enjoyment
To many it is agreeably stimulating
To many its saneness is refreshing
To many its aims and policy make an inspiring
appeal

TO ALL IT IS A MAGAZINE OF PRACTICAL HELPFULNESS—

ALL RECOGNIZE IN IT A TRUE FRIEND—their HOME JOURNAL

During thirty-one years millions of people have read its pages and automatically it has attracted and held together an enthusiastic assemblage of its own kind—over 900,000.

THE PEOPLE'S HOME JOURNAL

Established 1885

80 Lafayette Street, New York



# FRIENDS

It's a good thing for a man to test his friends once in a while—to separate the shouters from the stickers.

The quickest way to get the decision is to ask the friend for some money. The sticker comes through, the shouter side-steps.

This is even more true of newspapers than of men. The CHICAGO EVENING AMERICAN, for example, has been making a newspaper and friends together for more than 16 years.

During all this time this paper has faithfully tried to be on the spot when it happened; to be "first with the latest" news; to give to its friends every day the best work of the best writers and artists—for one cent a copy.

Due to circumstances it couldn't control, and which affected all Chicago newspapers, the EVENING AMERICAN has been obliged to increase its price to two cents a copy; a test of the loyalty of its friends by asking them for more money!

# CHICAGO MI AMERICAN

Member Audit Bureau of Circulations



# WHO STICK

THREE OUT OF EVERY FOUR TURNED OUT TO BE STICKERS "FROM THE JUMP!" More and more of the 25%, who wanted to "think it over" before they paid that extra cent, are coming back every day, are finding out that old friendships aren't so easily broken after all.

The EVENING AMERICAN is doing everything in its power to deserve and cement this time-tested friendship. The AMERICAN was always worth two cents a copy—that's why 3 out of every 4 of our one-cent buyers cheerfully "raised our pay" when we gave them the reasons for the one-cent increase.

We don't know just when our two-cent circulation will be as big as our one-cent circulation was—at the present rate of increase it won't be long.

Because more and more people are finding out that everything they want from an evening paper is printed in the

# CHICAGO MA AMERICAN

Member Audit Bureau of Circulations



One of the largest and most completely equipped printing plants in the United States

#### **Printing and Advertising Advisers and** The Co-operative and Clearing House for Catalogues and Publications

We assist in securing catalogue compilers, advertising men, editors, or proper agency service, and offer our assistance in every other direction that appears practical and possible toward the promotion, preparation and printing of catalogues and publications. Further, we invite suggestions with a view of making our service most valuable.

#### USE NEW TYPE

#### **For Catalogues** and Advertisements

We have a large battery of type casting machines and with our system - having our own type foundry use the type once only un-less ordered held by cus-tomers for future editions. We have all standard faces and special type faces will be furnished if desired.

Clean Linotype and Monotype Faces We have a large number of

linotype and monotype ma-chines and they are in the hands of expert operators. We have the standard faces and special type faces will be furnished if desired.

### **Good Presswork**

We have a large number of up-to-date presses, several of which have been recently installed, and our pressmen and feeders are the best.

Binding and Mailing Service

The facilities of our bindery and mailing departments are so large that we deliver to the post office or customers as fast as the presses print.

#### **OUR SPECIALTIES**

- (1) Catalogues (2) Booklets (3) Trade Papers (4) Magazines (5) House Organs (6) Price Lists (6) Also Printing requires
- ing the same material and workmanship as the above, such as Proceedings, Directories, Histories Books, and the like.

Our Complete Printing Equipment, all or any part of which is at your com-mand, embraces:

TYPESETTING
(Linotype, Monotype
and Hand)
PRESSWORK
BINDING MAILING ELECTROTYPING ENGRAVING DESIGNING ARTWORK

if you want advertising service, planning, illustrating, copy writing and assist-ance or information of any sort in regard to your advertising and printing, we will be glad to assist or advise you.

If desired, we mail your printed matter direct from Chicago—the central distributing point.

Let Us Print Your Catalogues and Publications THE GREAT CENTRAL MARKET

# CATALOGUE & PUBLICATION

Make a PRINTING CONNECTION With a Specialist and a Large and Absolutely Reliable Printing House

(Inquire Credit Agencies and First Nat'l Bank, Chicago) (Inquire Credit Agencies and First Nat'l Bank, Chicago)
If you want quality—the education and training of
our employes concentrated in one direction on the one
class of printing in which we specialize, make the
workmen more skillful. If you want delivery—our plant
is equipped with economical, time-saving machinery and
is in operation day and sight the year around. If you
want the best price—our unusual labor-saving material
and equipment enables us to make exceptionally low
When you place an order in our care you relieve your
self of all anxiety. You insure yourself

# Proper Quality — Quick Delivery — Right Price

We are always pleased to give the names of a dozen or more of our customers to persons and firms contemplating placing printing orders with us.

Don't you owe it to yourself to find out what we can do for you?

Consulting with us about your printing problems and asking for estimates does not place you under any obligation whatever.

Let us estimate on your Catalogues and Publications.
(We are strong on our specialties)

# ROGERS & HALL CO.

Polk and La Salle Streets CHICAGO The Great Central Market TELEPHONES Wabash 3381 Auto, 52-191

# Advertising to Broaden Field of Investment Salesmen

Now in Process of Evolution, Investment Advertising Will Expand as It Becomes Better Understood

# By H. B. Mulford

Of Ames, Emerich & Co., Chicago

PRESUMABLY 100 per cent of the population of the country are potential buyers of clothing, food, shelter and house furnishings, and certain forms of amusement, and a somewhat smaller percentage are buyers of books, educational matter and many objects of luxury. But only about 10 per cent of the people of the United States possess savings pass books, and the number of habitual investors in securities is probably somewhere between 1/3 and 1/2 of 1 per cent.

It will be seen, therefore, that in the very nature of present-day conditions the profit to the investment banker comes not from a large volume of small transactions at a liberal percentage of profit, but from small profits on large transactions among a very restricted group of buyers with fairly frequent turnovers of capi-

Thus far there has been no royal road to greatly increased volume of investment business by means of trade-mark, appeal to appetite, etc. On the contrary, close personal touch of the salesmen has been essential to develop confidence and hold business, largely because people are secre-tive about their financial affairs. I know of nothing that requires greater circumspectness between salesman and customer. The confidential nature of this relationship is approximated only by that between the doctor and his patient and the lawyer and his client.

Investment advertising is now in the process of evolution. We are witnessing in this field much the same groping and stumbling that have marked the transition from "snappy copy" to sound mer-

chandise analyses in the broader fields of general advertising during the past ten or fifteen years. The commercial advertiser, as distinguished from the investment advertiser, is not conscious of the progress being made. He feels that banking ethics prevent any growth in investment advertising; that the investment banker is afraid to put punch into his work. This impression continues to gain ground largely because the commercial advertiser has not under-stood the line of least resistance in the investment business.

#### HOW INVESTMENT ADVERTISING IS SUBDIVIDED

At present there are certain distinctions in investment copy and methods which indicate progress on the part of bankers, although for the most part I believe this growth is unconscious. Probably the copy with which you are most familiar is that offering for sale a new issue of securities. This appears to you verbose, complex, with little conclusive selling argument, and weighed down, in addition, by a mass of figures. Probably this is the impression made also upon many non-buyers or small buyers of investments. buyers of investments. While I believe in a great many cases such copy is used in the hope that it may reach all investors, small or large, its actual effect is upon only a certain limited number of buyers. These are bankers and other dealers (where the copy is serving for both wholesale and retail trade) and the larger type of investor, the man or institution able to buy \$50,000 or \$100,000 bonds at a time. These classes of readers understand fi-nancial technique, balance sheets, etc., and this type of copy carries exactly the kind of argument that

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must reach them before they can form any independent judgment as to the value of the securities

offered.

In point of volume, probably the next most familiar type of investment publicity is the printed circular describing the securities in almost the identical terms of the aforementioned advertising. The effect of this circularizing is about the same as that of the newspaper copy. In both cases direct results in the actual number of sales are so small as to appear almost negligible when compared with advertising of, say a department store or an automobile distributor.

Next in point of expenditure, probably, is the magazine and newspaper copy of a general confidence and reputation-building character. Much of this copy in recent years has been excellent, measured either by banking house standards or by those of commercial advertising. Moreover, there is a tendency for this style of copy to increase in common practice, for the vital reason that the investment business, as I have already implied, is built almost wholly on confidence.

Finally, there is the type of both advertising and circularizing of an educational nature calculated to bring the man with a fair amount of money from the non-investor into the investor class. A number of the more important banking houses in this country have made truly wonderful strides in this phase of publicity in the past few years.

INVESTMENT EDUCATION BY PUB-LISHERS

A number of publishers have arrived at the conclusion that cooperation on their part with the 
investment banker will tend to 
increase lineage. A movement in 
this direction by a number of 
magazines seemed to spring up 
spontaneously about ten years ago 
and has continued to gain headway ever since. Within the past 
few years a small number of 
newspapers have caught the contagion with rather profitable results to themselves and to the

bankers. This co-operation, for the most part, has to do with the educational branch of the work and has been calculated very definitely by publishers to do two things:

1. Develop non-investors into

investors;

2. Assist investors toward safety by answering questions re-

garding securities.

Almost all of this work has tended to direct the attention of prospective security buyers to the financial section of a given publication. In the case of the newspapers, this has been doubly valuable because the logical place to find the reader who can buy large amounts of securities is on the financial page. It follows naturally that, other things being equal, when this co-operation does not exist the medium is not quite so good for the investment bankers as some other publication. carry this a step farther, one arrives at the conclusion that where a magazine or newspaper carries no investment information whatsoever, and more particularly where the newspaper does not conduct a creditable financial page, it automatically eliminates from its class of readers many who wish to subscribe to a publication with investment news. As a result, most investment bankers do not use such latter publications on the general ground that even though men of means may be readers, there is some other medium reaching the same class of people with information calculated to place the reader in a psychologically receptive mood to investment advertising.

I cannot dismiss this subject without mentioning the submarine warfare conducted against both investor and banker by the express permission of the publishers of the country who allow unmasked frauds to enter their advertising columns for a deliberate shakedown. These pirates operate with impunity in every direction. I do not need to tell you who they are; they expose themselves. The reason they can afford to pay publishers for a large amount of space is that they are not selling

investments, nor for the most part are they selling promotions, or even speculations, though they claim to be. If they have ten or twenty cents to the dollar of real assets behind the certificates for sale it is phenomenal, and they have the other eighty or ninety cents on which to operate. This is eighty or ninety times as large as the operating margin of a legitimate investment banker. copy exploiting these frauds is full of "punch" and wild promises, but has nothing in it of permanent reputation-building charac-Aside from fleecing the reader-customers of a publication, this copy is having an effect directly opposite to that which constructive publishers are trying to bring about by their educational This latter work is all work. along the line of conservatism, emphasizing safety of principal, and calculated to increase legitimate advertising; whereas, the get-rich-quick advertising tends to make the uninitiated prospective buyer of securities expect things which, in the very nature of the investment business, can never be This kills conbrought about. fidence and also kills much copy.

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#### TO INCREASE THE MARKET

In the light of the foregoing, what are the essential things to be accomplished by investment bankers, professional advertising men, and publishers, to bring about bigger and better business for all concerned in connection with the marketing of securities?

I imagine there are few investment bankers present in this audience, but a few words regarding their problems may not be amiss. One of the first steps toward progress in distributing securities by publicity is for the investment banker to retain a publicity man. This is being done somewhat generally, but frequently there crops up the mistake of considering the work of publicity less important than, say, direct selling or departmental management. As a result, in a number of cases with which I have come in contact, fairly well organized publicity work has been jeopardized by the transfer of the man in charge to selling or other work.

Probably the greatest abuse in investment publicity at the present time lies in the handling of mailing lists. A young salesman will ask that very small prospects be circularized, only to forsake them as soon as he becomes a competent and experienced salesman, because he knows he must go after the big prospects to make his operations profitable either for his house or for himself. At such time the small prospects are neglected, but they remain a constant drain on the postage account. Information as to the worth and habits of a prospect is of more value, re-latively, in direct publicity work in investments than in almost any other line of business and, generally speaking, such information is more poorly collected and the mail publicity more poorly directed than in any other line.

Professional advertising men have made some truly wonderful strides in recent years by analyzing merchandising methods in certain big businesses. Some of their work justly can be compared with the accomplishments of the investigators in scientific management, cost accounting, etc. They have almost entirely neglected any analysis of the methods of investment bankers and, what is worse, I fear it is going to be a rather difficult matter for them to accomplish any such investigation. Rather, for the most part, data will have to come from the banker himself, or his publicity man. There should be, however, substantial working knowledge of the rudiments of the investment business among advertising men. They should know that speculation and its losses or gains have no part in this business; that investment problems are merchandising problems.

The more work that publications do in the line of educating their readers in investments, and especially in pointing out pitfalls, the more likely the growing investor will be to use them habitually to obtain his investment information, news, etc.

The present nation-wide campaign for the U. S. Government

Liberty Bonds is going to change all this. The emotional appeal to patriotism for this security is something that does not exist in any other type of investment. It reaches the pocketbook when every other appeal fails. The result of this campaign will be actual bondholders in every nook and corner of our country. This will produce an educational effect that could not have been brought about by paid publicity in a gen-eration. When these bondholders become accustomed to clipping coupons and receiving interest for them, more particularly when they come to realize that their bonds are marketable and that their money is not irretrievably out of their control, they will have learned lessons which inevitably will make them buyers of other securities. The most important lesson will be that safety goes with small income and not with promises of extravagant profits. There will then be a demand on the publishers throughout the country for financial information which many of them have never felt before, and largely in the degree that they meet this demand intelligently will they control this investment buying power and be able to sell it in the shape of advertising space to investment bankers. The body of publishers of the country will be remiss if they lead these fledgling investors into speculation or fraud.

## Manufacturers Favor Federal Incorporation

At the twenty-second annual meeting At the twenty-second annual meeting of the National Association of Manufacturers, held at New York recently, the Committee on Interstate Commerce and Federal Incorporation presented a report favoring a federal incorporation law for concerns engaged in interstate. law for concerns engaged in interstate commerce. The committee pointed out that the decision of the Supreme Court upholding the Adamson Law is a long step in the unending march toward greater centralization of power in the federal Government. The report con-

"It seems clear to your Committee that the logical outcome of our federalthat the logical outcome of our federal-ized habits is the establishment, by Congress, of an Enabling Act, whereby federal incorporation may become a real-ity. . . Leaving aside the lack of uniformity of the various State statutes affecting corporate organization and

management, passing over the vexatious, unfair and muddled condition of State taxes affecting corporate franchises and property, to say nothing of the wellknown controversies respecting "doing business" by a corporation organized in one State and doing business in others putting aside these considerations, which are highly important in themselves-it are highly important in themselves—it is necessary, from the logic of events, that we must provide ourselves, as a nation, with a national scheme for the conduct of our interstate commerce and business. For, outside of the local store-keepers, all of our industry, commerce and transportation is essentially interstate

"The problem is not so much a legal question as it is economic and political. Wor'd conditions, as a result of the war, World conditions, as a result of the war, have knit us closely together as a nation. Sectionalism must of necessity give way to nationalism. A Federal Incorporation Act is no longer debatable. It is a national necessity. No valid argument can be urged against its adoption. It will not divest the states of their inherent and undelegated

powers."

## Hopkins With Columbia Graphophone

George W. Hopkins, vice president and sales manager of the American and sales manager of the American Chicle Company, has resigned, to become general sales manager of the Columbia Graphophone Company. He will have charge of both sales and advertising, and will take up his new duties about June 15th. Before going with the gum company, Mr. Hopkins with the gum company, Mr. Hopkins was vice-president of the Loose-Wiles Biscuit Company. For many years, he was connected with Chase & Sanborn, of

Boston.
Mr. Hopkins' successor has not been

## Keeling With Haynes Automobile Company

H. R. Keeling has been appointed advertising manager of the Haynes Automobile Company, of Kokomo, Ind., succeeding R. T. Gray, whose connection with the Shuman Advertising Company, of Chicago, was announced in PRINTERS' INK several weeks ago. Mr. Keeling was formerly with the Armstrong Cork Company, of Pittsburgh, and before that was on the staff of the Indianapolis News.

## Jesse M. Joseph Heads Cincinnati Club

Jesse M. Joseph, proprietor of the Joseph Advertising Company, has been elected president of the Advertisers' Club of Cincinnati. Other officers chosen are Frederick H. Weiss, first vice-president; Ned Hastings, second vice-president; Robert A. Crockett, secretary; Charles Culbertson, treasurer, and Joseph A. Tomlin, financial secretary.

# Five Days Ahead of the Enemy!

The man who first told America's women how they could win the war was

# HERBERT C. HOOVER

Five days ahead of his arrival in this country, Mr. Hoover cabled his message to the housewives of America in the form of an exclusive article for

# TODAY'S HOUSEWIFE

which gave information of such tremendous national import that the entire message was promptly given by Today's Housewife to the *newspapers*.

Whereupon the thinking women of the country at once began to reorganize their households along the lines of this authoritative advice. Of all these women those best prepared to put Mr. Hoover's instructions to immediate use were the

## MORE THAN A MILLION MOTHER-STUDENTS OF THE HOMEMAKERS' BUREAU OF TODAY'S HOUSEWIFE.

Never before has there been a time when the need for effective home management was so insistent.

And never before has there been a purchasing unit of more than a million, so well prepared by study for the selling appeal of Efficiency in the Home.

Today's Housewife has ploughed deep for a full crop. The reaping is—YOURS!



## TODAY'S HOUSEWIFE

Dedicated to Efficiency in the Home

# The Open Door



# A Frank Discussion of Circulation Methods

You, Mr. Advertiser, and you Mr. Agency Man, are entitled to any and all available information you wish about the circulation of Successful Farming.

Editorial excellence and general attractiveness are first essentials in any successful periodical. But of equal importance to advertisers are the methods employed in selling and distributing the publication.

We believe, therefore, that advertisers want to know and should know about the circulation methods of Successful Farming.

With the above in view Successful Farming will publish in Printers' Ink a series of twelve discussions about circulation, of which this is the first. One discussion will appear each month. All the principal methods and phases of circulation will be discussed. The lid will be taken off of the subject of circulation. We invite those who are interested in circulation methods to follow the series of discussions closely and to write us for further details at any time.

# Seven General Methods

General methods of circulation building may be classified into seven general divisions. These seven general methods may be designated as follows:

#### No. 1. DIRECT BY MAIL.

All plans for soliciting prospects individually thru the mails, with sample copies, with and without premiums.

## No. 2. LOCAL AGENTS.

Includes all plans offering inducements to subscribers or others to secure subscriptions in their own communities.

#### No. 3. CLUBBING.

Includes all plans by which subscriptions to two or more publications are included in one sale.

No. 4. NEWS STAND SALES.

#### No. 5. PROFESSIONAL CANVASS-ERS.

Includes all methods of employing traveling subscription solicitors or canvassers on commission or salary.

#### No. 6. SUBSCRIPTION AGENCIES.

#### No. 7. BULK CIRCULATION.

Includes all methods by which subscriptions are sold or given in quantities to banks, grain dealers, insurance companies and others, for their customers, and names thus added to the mailing list with or without the knowledge or consent of the so-called subscriber.

#### Percentage of Successful Farming Circulation Secured by Each Method

66.% No. 1—Direct Mail 32.49% No. 2—Local Agents 1.% No. 3—Clubbing .1% No. 4—Newsstand

.0% No. 5—Canvassers .4% No. 6—Subscription Agencies .01% No. 7—Bulk

## Methods Used by SUCCESSFUL FARMING

Approximately 98% of the circulation of Successful Farming is secured thru the Direct by Mail method and the Local Agents method.

The tens of thousands of our subscriptions that come unsolicited would naturally be included in the Direct by Mail methods.

#### Our Reasons

The above named methods used by us enable us to closely control the selling of our magazine. Aside from the unsolicited subscriptions that we receive, practically every dollar's worth of our subscription business is produced direct thru the efforts of our office in Des Moines. Our methods enable us to secure a practically "hand picked" circulation. They enable us to concentrate our circulation in a certain definite territory—"The Great Wealth Producing Heart of the Country." Our methods make it possible to confine the sale of Successful Farming almost entirely to farmers who live on farms and depend on the farm for their livelihood. The value of the magazine to the farmer is the dominant feature in each and every proposition offering Successful Farming for sale. Successful Farming is sold in such a way that it is the outstanding thing in the mind of the purchaser. Our subscription rates are adhered to religiously, as our advertising

rates are. The names on our subscription list are there because the subscribers have knowingly paid for Successful Farming. An additional charge is usually made to cover the cost of the premium when premiums are given.

From the beginning the bulk of Successful Farming's circulation has been secured by mail and by local agent work.

#### Methods Not Used

The other five methods offer subscriptions to us at a lower cost than the two methods we use. Our principal reasons for discarding them have been that we have found it difficult if not impossible to use these methods and still bar from our subscription list people who are not actual farmers and to whom we offer no definite editorial service. We could not control the price at which subscriptions were sold or confine our subscriptions to the territory we wish to cover.

In future issues of Printers' Ink we shall go into detail regarding these various subscription methods used by agricultural and ogeneral magazines. The next article of the series will appear in an early issue. If you are interested in a constructive, serious and frank discussion of subscription methods, watch for it.

#### E. T. MEREDITH

Publisher

## Successful



DES MOINES, IOWA

Member A. B. C.

Member A. P. A.

Covers the Great Wealth Producing Heart of the Country

ChicagoOffice 1119 Advertising Building

New York Office 1 Madison Avenue



## Making a New Giant in Six Months

WHEN we were entrusted with the advertising affairs of the Bethlehem Motors Corporation, about the beginning of the present year, the proposed truck had hardly developed beyond the blueprint stage. Master engineers had definitely settled on its sturdy, perfect construction.

Today, the plant is turning out Bethlehem Trucks at the rate of over 5,000 a year. The national advertising conceived in this office enabled our client to make a most discriminating choice of distributors. The big centres were closed in a few weeks - New York, Boston, Philadelphia, Chicago, St. Louis, Kansas City, San Francisco, Texas and forty other big distributing points. Practically the entire country has been covered.

It was the bold, dominating character of the advertising that secured these wonderful results—that made Bethlehem Trucks sought after by substantial dealers. There was no forcing-they came and our client chose.

Have you anything big that you want to put over in a big way?

ATLAS ADVERTISING AGENCY, Inc. **NEW YORK CITY** 



## The Law and Good Business Judgment Against the "Free Reader"

Newspaper Man Recalls the Terms of the Law-Views of Famous Editors

#### By Louis Wiley

Business Manager, New York Times

REE publicity in newspapers is illegal. There is a United States statute which requires that reading matter for which money is paid shall be plainly marked "advertisement." Practically every reading notice, every line of free publicity, is regarded both by the advertiser and by the newspaper as a supplement to the space for which the advertiser pays.

Such reading matter is clearly recognized as illegal by the Federal law passed August, 1912, requiring newspapers to publish circulation statements every six months and to make declaration of ownership. That law contains the

following clause:

All editorials or other reading matter published in any such newspaper, magazine or periodical, for the publication of which money or other valuable consideration is paid, accepted or promised, shall be plainly marked "advertisement." Any editor or publisher printing editorial or other reading matter for which compensation is paid, accepted or promised, without marking the same, shall upon conviction in any court having jurisdiction be fined not less than \$50 nor more than \$500.

An interpretation of the law by an official of the Post Office Department reads:

The obvious purpose of this part of the act was to require publishers of newspapers and periodicals to identify as advertisements such editorials or other reading matter, for the printing of which they receive money or other valuable consideration, as are sometimes concealed under the guise of genuine editorials or general news matter, such as textual business write-ups, descriptive news stories, etc., which have for their purpose the calling of attention to the merits of something in which the undisclosed advertiser is interested, and all such editorials or other matter should be marked "advertisement."

The courts have not had an opportunity to construe this law.

The act would seem to read very plainly that all reading matter for the publication of which money or other valuable consideration is paid, accepted or promised, shall be plainly marked "Advertisement." It would be fair to assume that such reading matter printed in even remote connection with or relation to advertisements would construed as having printed for a valuable consideration, the consideration being the advertising, without which the reading matter would not have been published. Such a construction would seem to lead to the conclusion that any reading matter which would not have been published but for the fact of an advertising relationship, would fall within the provisions of the law and make it necessary to attach to it the word "Advertisement." If so, then, of course, the converse is true; that if not so marked the law would be violated.

#### DECEPTIVE AND IMMORAL

Free publicity is not only illegal, but a deception upon the readers of a newspaper. Every newspaper reader has a right to expect that the articles printed in the news columns shall be genuine news. To print advertisements, puffs, statements which are not news, under the guise of news. unless they are labeled as advertisements as required by law, is deceit. Newspapers which practice imposition of this kind always are punished. Both advertisers and readers lose confidence in and gradually desert such publications. What is the news? All sorts of

What is the news? All sorts of things—political, social, religious, financial and commercial.

A distinguished editor, defining news, said "News is the report of whatever acts or events affect the general welfare, or are so char-

Portion of address, June 5, before the St. Louis Convention, A. A. C. of W.

acteristic of life as to represent though extraordinary, the possi-ble experience of all."

But all definitions of news are The most difficult approximate. part of a news editor's duty is the separation of news from advertis-There is so much news in advertising, and, frequently, so much advertising in news, that great skill and judgment are required to make a successful separation.

The best rule for an editor is to treat news as news. If a thing has news value it should be printed, whether or not it helps the advertiser, but it should never be printed as news simply because it helps the advertiser. The tendency of the editor is to shrink from the publication of news matter if he thinks an advertiser is interested in it, but the mere fact that an advertiser has some connection with the news should not hinder its publication. The sole point for the editor to consider is: "Is it of interest to the reader?"

FAMOUS NEWSPAPER MEN HAVE OPPOSED FREE PUBLICITY

Many of the great journalists of America-men whose opinions carried weight in the days of what is called "Personal Journalism"believed in the principles for which I am contending.

Whitelaw Reid once said in an

interview:

"I believe it would be better for journalism if every newspaper utterly refused to permit any single line of reading matter to be shaped by any advertising interest. Everything an advertiser offers should be charged for at so much a word and put in the advertising columns. I would like even to see the day when we could refuse to call attention to any advertisement, under any circumstances, believing that the advertising columns may be made so attractive and interesting that they would always call attention for themselves.

"Courtesy is the Trojan Horse, inside which the enemies of independent journalism are conveyed to its citadel. A great actor has friends who would like the courtesy of a 'pleasant notice' for him. .

A great musician is surrounded by fashionable admirers, who ask the courtesy of 'something kind for the next concert.' A great lecturer would like the courtesy of an 'editorial paragraph calling attention to the lecture, lest the advertisement be overlooked.' Each of these seems in itself a perfectly legitimate thing to do, yet when the fortifications are once carried there is no stopping the rabble of camp followers and scum that drift on behind.

"Why should not this matter of notices be reduced to a business basis, conducted rigidly on business principles? If the editor thinks the thing of public interest on its news merits, let him say so; but let the person interested have the decency not to go to him to suggest it. If he does not think this, let the editorial columns contain no reference to it. If a theatrical manager or an opera agent wants to contribute a notice, let him pay for it over the counter, and let it go into the advertising Then, if the attache of columns. the newspaper wants to go to the theatre or opera, let him pay for his ticket at their box office and go into the seat he pays for. If a point were once vigorously made of refusing news notices in advance to advertisers, the advertising columns would double their attractiveness, since people would be compelled to go to them for the news about amusements, lectures, events of any sort whatsoever, in which pay was involved and advertisements were required."

E. L. Godkin, late editor of the New York Evening Post, asserted that newspaper editors can "maintain themselves free from taint solely by absolutely and entirely abstaining from all reference to any financial enterprise advertising in their columns. In no other way can any newspaper maintain its independence, its self-respect, its usefulness, and the confidence of its readers."

It has never occurred to a baker to give away his stock, or a butcher to give away an ounce of meat. Do doctors give advice and operations free? Do lawyers pour out their eloquence on an eleemosynary basis? A newspaper, however, is expected by all of these gentlemen to place its columns at their disposal whenever they deem it necessary. Many are the tricks adopted by men to obtain free publicity whose system of ethics does not allow them to pay for it.

#### THREATS OF ADVERTISERS

There are cases in which advertisers have threatened that unless certain paragraphs were inserted as news no paid advertising would be given. Unfortunately weakminded publishers have submitted to this sort of blackmail-for it is nothing else-to the detriment of others who will not tolerate it. No self-respecting newspaper will allow an advertiser to dictate what he shall or shall not print, and he certainly will defy any impertinent individual who threatens loss of patronage unless favors are granted. No merchant or manufacturer advertises as a boon to newspapers. He is out for his own emolument and he seeks the advertising columns to sell his goods.

Information about the construction of a new vessel and the service it is to give to a foreign port is news. To a degree, the facts should be announced in the news columns, but many particulars, such as the details of passenger accommodations, refrigerating facilities for carrying food, machinery for handling freight, etc., should be given in advertising space and paid for.

There are several classes of free publicity regarded by some as legitimate, but which are overdone. One class has to do with theatres and the whole theatrical profession. And think of the fulsome details of chassis, tonneau, steering gear, fittings, etc., all printed as additional publicity to that paid for by the automobile manufacturers.

A most flagrant illustration of the evil of free publicity occurred in New York a few days ago. One newspaper printed three full-page advertisements of an automobile manufacturer and received the promise of a fourth page, but the order did not materialize. A promise of free publicity, made by another newspaper, was the obstacle which prevented the fourth insertion in the first mentioned newspaper.

The advertisement appeared in the morning and evening editions of the other newspaper and the free reading matter occupied a space (specified and agreed to in advance, it is stated) of more than three columns and included four illustrations. In this case nearly a half-page of reading matter, having a value, at \$1 a line, of approximately \$1,000, was given to the advertiser as a bonus or a supplement to the space he paid for.

It is a sign of distress when a newspaper offers its news columns for advertising. It is also an interesting fact that the newspaper most popular with the publicity agent is generally rated the poorest advertising medium in its community.

The misguided publisher who prostitutes his news columns to obtain advertising constantly finds himself in hot water. Expediency becomes his code of ethics. The moment one advertiser obtains free puffery, the clamor of his competitors reaches the publisher's ear. But who shall see to it that each advertiser gets his share of free space? Who is to draw the line on the volume of free matter to be published? The easiest way for the newspaper publisher to avoid these pitfalls is to be straightforward-to be fair with the reading public and with the advertiser at the same time. and print no free advertising.

If advertisers would take the trouble to give earnest consideration to the subject of free advertising, they would inevitably conclude that indiscriminate puffery fails of its object. The people who buy cannot be fooled all the time, and editors who allow their columns to be utilized by reckless and unscrupulous advertisers are certain to reap the harvest that falls to deceit and misrepresentation.

The Bureau of Advertising of the American Newspaper Publishers' Association has found that apart from the ethical considera-

tions involved, free publicity has repeatedly proven to be a menace to the further development of advertising. The fact that so many publishers are still giving away their news space to matters that should be exploited through paid advertising has hampered the Bureau in its work of developing newspaper advertising.

#### HURTS ADVERTISING

The willingness of so many newspapers to print free publicity stands between publishers and the development of advertising. Some further and more drastic efforts must be made to convince publishers of their errors and to stamp out the evil.

The committee in charge of the Bureau of Advertising suggested the adoption of a plan to bring about agreements between publishers in every city, putting up the bars against free publicity. Community agreements of this sort seem advisable, inasmuch as the individual newspaper that refuses free publicity while its neighbors accept it, is often made to suffer for its stand in the competition for business. This is particularly true of automobile and motion-picture advertising.

The late Charles A. Dana, editor of The Sun, in a lecture on the "Modern American Newspaper," delivered before the Wisconsin Editorial Association in 1888, enunciated this principle: "Never print a paid advertisement as news. Let every advertisement appear as an advertisement; no sailing un-der false colors." "Let every advertisement appear as an advertisement"; that is the whole matter in a nutshell, and it could not be expressed better or more clearly were a whole volume or a long series of addresses devoted to the subject. Every newspaper manager should keep it before him.

#### With Universal Advertising Service

John W. Judson, for some time with the western office of the Butterick Publishing Company, has acquired an in-terest in the Universal Advertising Service, Inc., Chicago.

#### Advertises to Increase Garden Cultivation

Some of the local war committees are sold on advertising, as evidenced by the following advertisement from a New England newspaper:

Are You in a Position To Cultivate Good Land in Good Size Lots in either Lynnhurst, Saugus, Cliftondale, Reading, Middleton or on the outskirts of Lynn (Rifle Range, Lynnfield street, extreme end of Walnut

We have plenty of land in the outlying districts and can offer you good land in any of the above dis-

We still need centrally located land within the city limits. If you have a vacant lot, so located, do not let it go uncultivated—loan it to us for a war garden.

Garden Committee

409 Bergengren Bldg., Lynn, Mass.
P. S.—We have a new and very simple garden pamphlet just issued by the Committee of Public Safety—just the thing you need. Come in and

just the thing you need. Come in and get one.

It is noticeable that the copy combines an appeal for lador, an appeal for lador, and an offer of instruction. What might be accomplished by a similar campaign covering the whole nation, may be inferred from the success of the Canadian government's war advertising described in Printers' Ink for April 26th.

#### Another Agents Association in the South

The Southeastern Advertising Agents' Association was organized in Richmond, Va., last week, representatives from ten agencies being present. An executive committee was named, consisting of C. W. Page, Richmond; R. S. Freeman, Richmond; B. R. Montgomery, Jacksonville, Fla.; Dillard Jacobs, Atlanta; Fred Dapprich, Richmond; Benjamin Richard, Washington, and Jacob B. Moses, Baltimore. Richard, Washin Moses, Baltimore.

To Help Women Save

A. G. Hyde & Sons, New York, makers of Hydegrade fabrics, will take advantage of the trend toward economadvantage of the trend toward economical buying in their consumer advertising. In current advertising to the trade they announce that their national advertising next fall will aim to show women "that they can buy three Heatherbloom petticoats that look and feel like silk, yet wear three times longer, at the price of one silk petticoat to-

#### Officers of Los Angeles Club

At a recent meeting of the Advertising Club of Los Angeles, Harold Janss was re-elected president and C. M. C. Raymond re-elected secretary. Ernest Ingold, W. R. Marshall and A. A. Butterworth are first, second and third vice-presidents. The Los Angeles club now has more than 500 members.

## An Unprecedented Newspaper Record

Since January 1, The Star's Gain in Home Merchants Advertising is Greater than the COMBINED gains of ALL OTHER St. Louis daily newspapers—morning and evening.

During May The Star's Gain in Total Paid Advertising was EIGHT TIMES as large as that of its nearest competitor, the Post-Dispatch. The Globe-Democrat, the Republic and the Times show an advertising LOSS for the same period.

For TEN consecutive months The Star has printed More Home Merchants Advertising week days than the Globe-Democrat, the Republic or the Times.

Daily Average Net Paid Circulation for April

# 110,042

83% Local and Suburban

This is a greater net paid bona fide circulation in the St.

Louis and suburban area designated by Audit

Bureau of Circulations than that of

The Globe-Democrat,
The Republic or
The Times.

#### THE ST. LOUIS STAR

Member Audit Bureau of Circulation

STAR BUILDING

STAR SOUARE

ST. LOUIS, MO.

Foreign Advertising Representatives

#### STORY, BROOKS & FINLEY

CHICAGO Peoples Gas Building PHILADELPHIA Mutual Life Building NEW YORK Fifth Avenue Building



Boston University

"Y OU'VE got a cheerful place here," said a well-known visitor at THE CENTURY Co. offices the other day. It isn't merely because the sun shines on it from four sides and through skylights. It's because we've got everything in the world to be cheerful about. For several years we've been sawing wood and not saying very much. Since 1870 we've had a lot to say at different times, but right at this moment we've got more to talk about than we've had for many years.

For several years there has been a great hue and cry about Big Circulation. The temptation to abandon conservatism in editorial and circulation policies and "get ours" has been great. You'd be surprised at the amount of "easy money" that has been dangled before us—if THE CENTURY had "a circulation of such and such" instead of the quantity it has, and if we would do "so and so" instead of as we have done. We held on to the old policy of publishing a magazine which would make "every copy a center of influence" and of treating all advertisers with equal favor. There is nothing spectacular about such a policy. It may be gold but it does not glitter.

The advertising value of a magazine built on such a basis is not apparent to Tom, Dick and Harry. The young men who fill pads of paper with little figures and make up an advertising list by the method of pure mathematics do not even yet understand why The Century is still being published. But there are men here and there, and more of them every day, whose minds operate on a large enough arc so that they know the advertising value of in-

tegrity and character and personality. These are qualities which define THE CENTURY MAGAZINE.

It was upon such qualities rather than upon mere figures that J. Pierpont Morgan loaned money. The little men with the sharp pencils and the shrewd wits are more numerous in Wall Street than the J. P. Morgans, but his judgment was better than theirs. He knew men. The biggest advertising men I know use J. P. Morgan's method when making an investment in advertising mediums. They examine the character of the publication. Many years ago we decided that in the long run it would be good business to publish a magazine which would wield an influence that was deep first and wide afterward. We think that there are a few people in every community who form the opinions of the people in general-and we have published THE CENTURY for that group.

Just this morning there came a letter from one of America's great journalists, a molder of public opinion who has watched The Century Magazine since 1870. Some advertising men who have been so busy with everyday affairs that they could not read and analyze all magazines for themselves will welcome his opinion. It will reveal to them that The Century's greatest days are not past, but to come, and not far in the future, but here now.

Colonel Henry Watterson, Editor of the Louisville Courier-Journal, one of the ablest critics in America, writes under date of May 28th, 1917:

"Let me congratulate you upon the magnificent work you are doing on the magazine. It has never been so complete and charming as it is to-day."

THE CENTURY'S advertisers who are familiar with its traditions will understand from this single statement that their confidence and their advertising have not been misplaced.

ADVERTISING MANAGER

353 FOURTH AVE.

**NEW YORK** 



## The Lay of the Market in Mexico and Cuba

What to Do and to Avoid in Picking Salesmen—The Kind of Advertising to Use

#### By T. W. Van Schoiack

Of the Koken Barbers' Supply Co., St. Louis, Mo.

HE export efforts of Europe have for years been aided and supported by regular shipping lines, preferential freight rates and banking facilities, while in the United States it is only recently these aids to commerce have been established. However, the handicaps that exist in the export trade between the United States and most of the Latin countries to the south are almost non-existent in trade intercourse between the United States and Cuba and Mexico because of their nearness to our borders.

We reach the heart of Mexico in times of peace from St. Louis by direct and continuous rail lines as quickly as we do our own Pacific Coast cities. Cuba is joined to the United States by through steamship lines and rail ferries, and as a result business between the United States and these two countries takes on more the nature of interstate rather than export transactions and is free from the vexatious problems of transportation, freight rates and banking facilities.

This permits the United States manufacturer to concentrate his energies on making a 100 per cent appeal to:

First: Distributors for his wares;

Second: To educating the consuming public to the use and appreciation of his products.

For years many European merchants were so securely entrenched in the two countries mentioned that their wares could not be dislodged from the shelves of the native merchants. Their prices seemed lower than ours. Their service and packing was superior, and since there was no demand

from the public for better goods the merchant had no motive to change. However, the American salesman and advertiser made it their business to supply a motive, which they did successfully, and for years products from the United States stood first in the appreciation of the mass of the consuming public.

#### HOW A PERMANENT FOUNDATION MAY BE BUILT

In laying the foundations of a permanent business in Mexico and Cuba the most important first step for the United States manufacturer to make is to go in person and get acquainted with the people, their customs and their needs in his line.

The second step is to adjust his line, his factory and office to serve this new group of customers as to credits, deliveries and goods the same as if they were located in Ohio or Iowa.

The fact that the head of the firm or his substitute does not understand the native language should not interfere in the least.

My observation convinces me that in these two countries a knowledge of factory production methods and the ability to adapt the goods to the people is vastly more important than a knowledge of the language.

The surest bid to failure in laying the foundation for business in these or any other Latin country is to employ a native salesman whose only claim to consideration is his verbal estimation of his own abilities.

The third step is sane, logical advertising, which must accomplish two things:

(a) Attract and tie up responsible distributors.

Address, June 5, before the St. Louis
Convention, A. A. C. of W.

sible distributors.

(b) Educate the consuming

public to the quality and use of

the goods.

If the line is entirely one of staples, trade journals going only to large jobbers or merchants may be

sufficient.

If the line is one of specialties, the advertising should, after dealers have been established, be run in publications going into the homes of the consuming public, there to create a demand that will supplement the efforts of the dealer or distributor.

In both classes of advertisements "truth" contributes more to the 100 per cent appeal than any

other one factor.

The most flagrant example of falsehood in foreign advertising I recall was in the case of a manufacturer claiming hydraulic features in machinery he offered for The Cuban merchant who bought found a brass plate on the article reading "Hydraulic," but the machine itself possessed none of the hydraulic features adver-tised. The truthful American advertiser was quick to see his opportunity, which he took advantage of to inform the merchant of the facts concerning hydraulic machinery in such a way that he forever knew the genuine, and it is needless to say that the firm who sold the misbranded article has departed to whence he came and Cuba knows him no more.

The fourth and last step is service. The Cuban and Mexican merchant is entitled to the same treatment and service as a merchant in Missouri or Texas. is ofttimes the case that their or-der is handled last both in assembling and packing, on the theory that he is so far away that he expects his order to be slow in arriving. Any manufacturer who reasons in this way is neither worthy nor deserving of foreign trade, and is a millstone about the neck of the considerate concern who is working hard to establish a reputation worthy of confidence, not only for himself, but American exporters as a group.

To express briefly, therefore, what in my judgment constitutes the 100 per cent appeal in Mexico and Cuba we must have

Quality goods, truthfully presented.

Service unexcelled, cheerfully rendered.

In closing I would speak for Mexico and commend her present state to your sympathy and patience. Order is coming out of chaos. It is true that business has been interrupted, many concerns, including my own, have lost many years of constructive effort, but so it was with foreign merchants during our own Civil War, which would indicate that it is our misfortune to be living and doing business in the present rather than in that future day when peace shall have replaced war with its destruction and waste.

Mexico's revolution was a triumph of the people, of the downtrodden and oppressed, over a corrupt aristocracy, both secular and religious. Since its beginning almost without interruption these privileged classes have held complete despotic sway over the country and its destinies, governing it for their own selfish ends, and to the detriment of the genteel, hardworking classes who constitute the great majority of the people who when once emancipated and educated will constitute a buying and consuming public who, I pray, will take their place among the family of free nations under a govern-ment by the people and for the

Patience plus constructive sympathy at this time will be for the United States manufacturer advertising of the most positive kind and fortify the 100 per cent appeal to the buying public of Mexico of the future.

#### C. S. Butler Leaves Hess-Bright

Charles S. Butler, for a number of years advertising manager of the Hess-Bright Mfg. Company, of Philadelphia, manufacturer of bearings, has resigned to become sales manager for the Carlson-Wenstrom Company, of that city.

#### Meadwell With Schieren

W. E. Meadwell, advertising manager of the Morse Chain Company, Ithaca, N. Y., has been appointed to a like position with the Chas. A. Schieren Company, New York.

# Poster Advertising in New York City

\*15,545,745 pedestrians and 2,212,674 vehicles pass daily 464 points where traffic policemen are stationed. Nearly every traffic point is covered by our Poster Locations.

#### A Few Individual Points Where POSTER LOCATIONS Show to All Traffic—

	Number of People Passing (Daily Average)	Number of People Passing (Menthly Average)
Park Row and Frankfort Street	296,000	8,880,000
Times Square	90,370	2,711,100
Entrance to Park at Columbus Circle	81,990	2,459,700
149th Street and 3rd Avenue	69,640	2,089,200
125th Street and 7th Avenue	40,119	1,203,570
Approaches to Williamsburg Bridge .	355,561	10,666,830
Approaches to Brooklyn Bridge	243,617	7,308,510
Approaches to Manhattan Bridge .	111,314	3,339,420
Approaches to Queens Bridge	93,654	2,809,620
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\*The above statistics were obtained by the Police and Bridge Departments of the City of New York, as a result of an actual count taken.

At the most strategic points on Broadway where traffic is densest, you will find illuminated locations to carry your message every hour of the 24—day and night.

Have YOU considered POSTERS for your product in New York?

## Van Beuren & New York Billposting Co.

515 Seventh Avenue, New York

## No Cut and Dried Approach to the Retailer

Instances That Show Various Ways in Which Different Goods Can Be Promoted Through the Dealer

#### By A. C. Pearson

Gen. Mgr., Dry Goods Economist, New York

DVERTISING to the dealer covers two general lines of merchandising-first, that which is done through the wholesaler and from him to the dealer; second, that direct from the manufacturer to the dealer. The advertising plan varies according to which plan of merchandising is adopted. There is a general rule by which a manufacturer can determine whether he should distribute through the wholesaler or direct to the dealer. He should consider first the selling methods most commonly adopted by his competitors; second, whether his goods must eventually reach a great number of dealers or whether his appeal is to a few thousand larger concerns. In the latter case it is generally considered that expensive merchandise must be dis-tributed direct to the dealer because it goes only to the larger stores. It is also generally considered that articles which run into large units of sale, even though they are not high-grade, can well be distributed direct.

By elimination this would leave all moderate-priced articles, and all that are sold in smaller units, to go through the wholesaler, but there are exceptions even to this rule. For instance, one silk glove manufacturer asked our advice as to how he should merchandise his line. We sized up the competition and quality of his merchandise and advised him to go direct to the dealer. With this as a first step and with a strong advertising and merchandising plan, the proposition was a big success.

Later, another silk glove manufacturer asked us a similar question. We advised him to sell all his product through the wholesaler. There was no competition in that field with any other trademarked line, hence his greatest task was to show the advantage of an advertised line and to convince the wholesaler that he was playing fair and had no idea of later going direct to the retailer. It was also pointed out in the literature which went to the wholesaler that the concerns which were going direct to the dealer were cutting into the wholesale business because of their clever advertising, and here was a chance for the wholesaler to include in his stock a very cleverly advertised line of merchandise. This second glove campaign was equally successful.

These instances are given to show that there cannot be any general rule made as to how merchandise should be distributed. The only safe plan is to consult men who are thoroughly in touch with the field and know the elements of competition as well as the results which have been obtained by different plans of mer-In this connection chandising. the more progressive agencies are learning the value of consulting business papers on merchandising plans as well as advertising policies. It is just as important to consult a real merchandise man on the advertising plan as it is to consult a specialist for eye trouble.

The wholesaler and the retailer are both powerful factors in any scheme of distribution other than retail mail-order selling; and the proper advertising plan considers first the assistance to be given to the manufacturers' salesmen; next the impression on the wholesaler; next the co-operation with the wholesaler's salesmen; next the impression on the dealer, and finally co-operation with the salesmen.

(Continued on page 89)

Portion of address, June 4, before St. Louis Convention, A. A. C. of W.

#### Harriman's Vision

—a Line around the World

How the late E. H. Harriman very nearly accomplished his imperial project of a railroad and steamship line around the globe is made public for the first time by

## George Kennan

## ASIA for June

The intensely interesting negotiations of bankers and diplomats, interrupted only by Mr. Harriman's death, are described in detail. With an article by John Foord on "Siberia and Its Railways"-in the same issue-Mr. Kennan's facts are particularly illuminating at this time when so many men of vision are turning to the Orient.

Such features as these are making ASIA an indispensable magazine to those whose interests in business, in travel, in politics, in finance or in art and social customs are international. Have you started seeing Asia regularly?

If you care to have a sample copy of this new copiously illustrated magazine with a specialized appeal to an intensely interested audience, write us on your letterhead.

Send for Booklet

#### AMERICAN ASIATIC ASSOCIATION

280 Madison Avenue

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### Thos. Cusack Company

#### POSTER PLANTS

#### Reaching a Circulation of 12,000,000

PENNSYLVANIA Phila. Poster Adv. Co.

Philadelphia Darby

Poster Display Co.

Lansdale Quakertown Norristown

Phoenixville Bridgeport West Chester

Malvern Lansdowne

Coatesville Parkesburg Columbia

Pottsville Shamokin Mt. Carmel

Altoona Bloomsburg Berwick Harrisburg

Harrisburg Steelton Lemoyne Rockville Conshohocken Mechanicsburg

Uniontown Tyrone Fort Washington Doylestown

Perkasie Paoli Media Downingtown Tamaqua Hollidaysburg

Bellwood Cresson Juniata Middletown Shiremanstown

Wormleysburg
NEW JERSEY
Penn Poster Co.

Canton Pennsgrove DELAWARE

Poster Display Co. . Wilmington

Newark Delaware City

New Castle Middletown

W. VIRGINIA Piedmont

MARYLAND

Cumberland Frostburg Lonaconing Westernport

OHIO

The Bryan Co. Akron

Barberton Cuyahoga Falls Kent Ravenna Cleveland

Lakewood Painesville Wickliffe Willoughby Dayton Brockville

Englewood Lebanon New Lebanon Oberlin Amherst

Toledo Bowling Green Perrysburg Youngstown Girard

Berea Ludlow Falls New Carlisle Lorain East Cleveland

Arcanum Union West Milton

Maumee Lowellville Struthers LOUISIANA

Garlick Poster Adv.

Company New Orleans Baton Rouge Gretna

Hammond

Poster Adv. Co. Council Bluffs

COLORADO The Curran Co.

Boulder Fort Collins Greeley Longmont Canon City Florence Colorado City Colorado Springs Denver Pueblo Loveland

NEBRASKA Omaha Posting Co.

Omaha South Omaha

MINNESOTA Northern Display Co.

Minneapolis St. Paul Excelsior Hopkins St. Louis Park

U. S. Display Co.

Virginia Buhl Eveleth Hibbing Chisholm Gilbert Mt. Iron

WISCONSIN Superior

### Thos. (usack Company

#### **PAINT PLANTS**

#### Reaching a Circulation of 62,000,000

#### **COMPRISING**

5,000 cities from 1,000 to 100,000 population in all states (through the medium of Painted Walls).

22,000 or more Railroad and Highway Bulletins.

Also the following cities:

Chicago Philadelphia Buffalo Cleveland Toledo St. Louis Kansas City Omaha Council Bluffs Denver Colorado Springs Pueblo Kansas City, Kan. Oklahoma City St. Joseph Lincoln Indianapolis . St. Paul Minneapolis

Superior Terre Haute Evansville Milwaukee Louisville New Orleans Harrisburg Wilmington Altoona Allentown Camden Akron Dayton Youngstown Rochester Schenectady Utica

Duluth

Executive Office Harrison and Loomis Streets Chicago, Ill. Eastern Office Flatiron Building New York

## A. A. C. of W. Trophies



THIS famous trophy and also the Multigraph Cup, awarded for the first time this year, are products of the International Silver Company.

It is quite in keeping that trophies such as these, so closely related to advertising interests, should be the product of a house which has standardized its name and wares by consistent advertising.

We shall be glad to submit trophy designs to clubs and associations.

## INTERNATIONAL SILVER CO. Meriden, Conn.

The World's Largest Makers of Sterling and Silver Plate

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It is generally rumored that at a recent meeting of wholesalers in a certain line it was agreed to throw out every brand of merchandise where the manufacturers did big consumer advertising at the expense of the wholesaler's This sounds very arbiprofit. trary, and some innocent manufacturers are liable to be injured by the prejudice which is being engendered, but a few manufacturers who have sought to use their consumer advertising as a club have brought down on the heads of all consumer advertisers this general suspicion of being against the wholesaler and retailer. Several large manufacturers have communicated to us their fears as a result of this action, and we were able to show them how they could co-operate with the wholesaler so that both sides would be protected and both sides satisfied.

The reason that such conditions have arisen is that many advertising campaigns are planned without even a knowledge as to whether the goods are to be distributed through the wholesaler or direct to the dealer, and some of the consumer advertising reads as though the manufacturer expected to do most of his distributing direct to the consumer.

There is plenty of field for the consumer papers because there is a logical place for consumer advertising, but just as there is now a reaction against the use of the "big stick" of "consumer demand" on the dealer, so there is bound to be a reaction against the extravagance of trying to reach dealers through consumer media.

The relation of the wholesaler to the manufacturer depends on how much consideration the manufacturer has given the wholesaler in mapping out his plan of distribution, and in the general tenor of his advertising.

I have in mind a manufacturer who was selling all his product to five wholesalers under their own brands. He started an advertising campaign to the wholesalers and to the dealers with a particular brand which was most attractively boxed, and had a merchandising plan which appealed to the

salesmen of retailer alike, made no attempt to force whole salers to take his goods under their own packing, but allowed them to take the goods unbranded or under their own packing if they preferred. The only appeal was in the literature he sent them and in the knowledge that it was attractively advertised to the retailers.

From five wholesalers taking the goods unbranded, or in their own packing, his business spread within two years until there were 125 wholesalers who had his merchandise and fully 80 per cent under his packing.

One of the most aggressive wholesalers in America, who is known to be prejudiced against manufacturers' brands, stated that his traveling salesmen met such favorable comment about this line of advertising and the merits of this merchandise that he requested the manufacturer to change from the individual to the manufacturer's packing. If I were to give the name of this wholesaler it would be a great surprise to most manufacturers in the drygoods trade.

The nature of the plan and the sort of copy which should be used in advertising to the retailer depend on the nature of the merchandise and what result is desired from the advertising. In many cases it is desired primarily to create atmosphere and to give standing to the merchandise. In other cases it is a question of direct selling either by assisting the traveling salesmen to get direct orders on unbranded merchandise or in other cases to get mail orders direct from the retailer as a result of each piece of copy.

I shall not go into the methods here, but the important thing to consider in the merchandising and advertising plan is just what is to be accomplished and then use the sort of plan and the sort of copy that will accomplish that purpose. Too many men write mailorder copy when the firm desires most to create atmosphere, and some write atmosphere copy when the firm wishes to bring in direct orders.

#### Advertising Develops Industry in Half the Time

Manufacturer Says That Ready-Made Clothing With Advertising Is Now at a Point That Would Have Been Probably Reached in Another 25 or 50 Years Without Advertising

#### By David Kirschbaum

Of A. B. Kirschbaum Co., Philadelphia, Pa.

WHILE the first systematic attempt to produce readyto-wear clothes took place in 1831, the rapid development of the industry in this country may be said to date from the year 1880. Fourteen years later one or two makers ventured, somewhat hesitatingly, into advertising. those days advertising had a good many of the qualities of an adventurous experiment. It required, I fancy, a greater boldness to spend those modest appropriations than it does the vast budgets which prevail to-day in an industry ranking sixth or seventh in the United States.

To be absolutely fair in appraising the true place of advertising in this development, let us admit that the times were propitious for popularizing the ready-to-wear principle in clothes. The era since 1880 has been one of restless commercial expansion. A wide diffusion of wealth has enabled people of all classes and occupations to give thought to the improvement of their dress. The tremendous growth of the American population has presented a market of constantly enlarging

proportions.
But if these factors were favorable there was one which was not. The best public opinion frowned upon the idea of wearing ready-made clothes. There was a deep social prejudice to be overcome before they could be worn generally by aspiring American citizens. And to add to the difficulty at the start no particular standards were observed in the manufacturing of the clothes and

practically no ethics in the retailing of them.

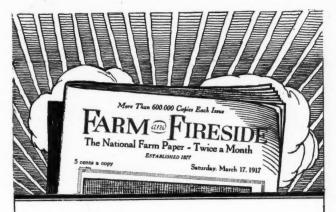
When we look back to those beginnings we realize how far we have traveled. Step by step ready-to-wear clothes have mounted the scale of excellence and respectability. Step by step standards have been advanced until to-day nothing is too fine in fabric, design or tailoring for the high-grade clothes-makers to achieve. As a result the vast majority of American men—reputed to be the best-dressed body of citizens in the world—are patrons of the retail clothier.

What has brought about this remarkable transition? I confess to my belief that it was an evolution, inevitable in the very nature of things. But without the enlightening power of advertising the industry would not have been where it stands to-day for possibly another twenty-five or fifty years. Advertising, propelling a fundamentally sound principle, has enabled it to move forward at locomotive speed instead of an oxteam pace. Old and lingering prejudices have been erased-public thought has been remolded completely in its attitude toward ready-to-wear clothes by a com-paratively few years of educational publicity.

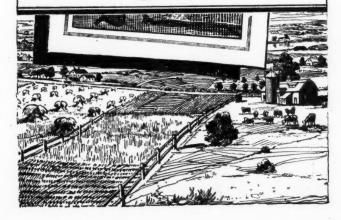
ADVERTISING'S PART IN UPBUILDING
THE BUSINESS

For speeding this process of development both the clothing industry and the American people are debtors to advertising. To provide the clothes for the men and young men of this country—twenty millions of them—constitutes an industrial task of imposing magnitude. And it is imperative that a service so vital to the

Portion of address, June 6, before Interdepartmental Session, at St. Louis Convention, A. A. C. of W.



Food to feed the world must come from the Farm and Fireside families



of n-ble To en -ti-bs-ra-he

## Straight to the Boss

atters
He
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the

The Boss is a busy man. The matters that he handles are important. He can't bother with little things. When letters and booklets come into the office they go to his secretary. The important ones go into the office marked "private"—the others go into the waste basket.

Cloth covers on your booklets make them "important." They demand recognition. They have that businesslike air about them which says "straight to the boss."

#### "Getting Your Booklet Across"

is the title of a little book which should be in the hands of every buyer of advertising booklets. It gives the experience of advertisers who have learned how to eliminate waste in direct-mail advertising. It will be sent you free, and gladly, if you write. Address

INTERLAKEN MILLS, PROVIDENCE, R.I.





public welfare be rendered with the least possible waste and dissi-

pation of effort.

Think what would be the cost of clothing our male population by the old merchant-tailor methods, then think of the economies and betterments effected by displacing these thousands of small shops by modern clothes-making institutions, where scientific management, modern equipment and modern sanitation can be successfully applied.

The wide margin between the two systems in the producing of sixty million or more garments annually is a telling answer to that school of economists which affects to look upon advertising as a mere dead weight laid upon the consuming public's back.

Co-ordinated unity is displacing the old theory of loose individualism all through American business life. For a quarter of a century I have watched the working out of this trend in the clothing world. And as the manufacturing clothiers and the retail clothiers are drawing closer together, the costly evils of cancellations, cut-price sales and many forms of waste in merchandise distribution are gradually being diminished.

The decisive part advertising has played in bringing about the recognition of this community of interest has been far too little ap-

preciated.

When a retail merchant accepts the agency for an advertised line he must vouch to his clientele for the reliability and the good intent of the maker. And the manufacturer, in associating his name with that of the clothier, gives his endorsement to the selling methods of the latter. Thus the retailer has a stake in the making of the clothes, and the maker has a stake in the retailing of the clothes. To a large extent the interests of the two are merged.

Both recognize their mutual dependence for success upon a high conception of service to the public—for whose patronage they are jointly appealing. In the national advertising of the large clothing institutions this obligation of manufacturer and retailer to consumer was first given recognition. It was in the clothing business that the one-price system was first adopted; that methods of haggle and barter were first abolished; that the strictly American institution of "absolute satisfaction or your money back" was first evolved, with the wearer as sole and supreme judge of what constitutes absolute satisfaction.

FORECASTS FIXED-PRICE CLOTHING

Going further in this same direction, I believe the future will see practically all clothing sold at a price affixed to the garment by the clothes-maker. In assembling the materials for his garments and determining the grade of tailoring by which they are produced the manufacturer has a definite retail price in mind, at which he invites the competition of the world. He is willing to stake his success upon the public verdict of the value he gives at that price, which, of course, provides ample margin for efficient retail distri-But let that price be bution. raised to cover an undue profit or wasteful methods-on the part of either manufacturer or retailer -and the success of both is put in jeopardy.

In other words, the fixed price—at least so far as a non-patent-able article is concerned—makes it most difficult to levy the tax of industrial inefficiency upon the

consumer.

Unmistakably the present trend is toward concentration of the industry in the hands of those houses which have modernized their processes of production and distribution. I should have been inclined to attribute this tendency to the difficulties and hazards of the business, such as rapid style changes, wide fluctuations in cost of materials, tremendous financial investments and so on, were it not for the experience of our colleagues, the women's garment But a careful manufacturers. comparison of the two industries clearly indicates that the greatest contributing factor toward concentration in our industry has been

national publicity.

I recall that twenty years ago there were no less than fifteen fair-sized manufacturing clothiers in Philadelphia whose sales volumes ranged from one-half a million to three million annually. Today in that city of one and threequarters million inhabitants there is only one large plant making high-grade garments, and this is relatively true of other markets.

Now look at the women's field. Here advertising has not been employed by manufacturers except to a minor extent. While women buy many more garments than men in the course of a year, still there are no individual concerns making women's apparel, which approach in size the larger concerns in the men's apparel

field.

It has long been an unsolved problem to me why women-much more discerning than men in their knowledge of needlework and materials—should be satisfied with the present order of things. Women are equally, if not more, responsive than men to intelligent advertising. I predict that when the day of awakening comes, and some far-visioned manufacturer begins to make and to advertise women's garments along the same modern methods employed by men's clothing makers, he will reap a harvest beyond his most roseate dreams.

At any rate, the striking contrast between the two industries should be conclusive proof to the most confirmed skeptic that advertising makes for more scientific manufacturing, higher ethics in the conduct of the business and, above all, a better service

to the public.

#### All in Readiness for Representatives Outing

The special train for the outing of the Representatives Club, New York, will leave the Grand Central station on June 15 at 11 o'clock. Luncheon will be served at Briarcliff Lodge at 12:15, to be followed by the sporting events, beginning at 1 o'clock. There have been over 170 donations, and besides these each man will receive sixteen. favors.

Manufacturer Helps Navy Get Window Displays

The B. V. D. Company is asking for . The B. V. D. Company is asking for volunteers among the retailers receiving its house-organ who will give a window for a week for a navy recruiting display. The display matter, consisting of a large poster, six mounted pictures of navy life and three cards appealing for men, is provided by the Navy Publisher. Preserved. licity Bureau. A model window is shown in the house-organ, with this

comment:

"A window like this is of great practical benefit. It does encourage enlistment. This has been proved beyond further question. This magazine reaches forty thousand retailers; if each one will come into the plan, and each one procures only one new recruit, the gain will be tremendous. Will you do your

share?

#### Massachusetts to Jail Flag Desecrators

Chapter 265 of the Massachusetts General Acts of 1917 amends the law against desecrating the United States flag or using it for advertising purflag or using it for advertising purposes, so as to make the penalty a fine of \$10 to \$100, or imprisonment for not more than one year, or both. Formerly the fine was the only penalty. This law, so far as it relates to advertising, was reprinted in PRINTERS' INK for April 5, 1917, at page 82.

#### A. N. P. A. Issues Prosperity Bulletins

The Bureau of Advertising of the American Newspaper Publishers Association has been making a canvass of leading national advertisers to ascertain leading national advertisers to ascertain the immediate effect of the war on business. Founded on the answers received the bureau has issued a series of "Prosperity Bulletins" for circulation among advertisers. The bulletins are to be released for publication one each day, beginning June 11.

John Adams Thaver Manages Connecticut Company

John Adams Thayer, who, since his retirement from publishing has been living in Westport, Conn., is now treasurer and managing director of the Borden there and managing director of the Borden Bookstack Company of that town. Through the steel construction firm of Post & McCord, of New York, sole agents for the Borden company, its initial order for bookstacks is now being installed in the New Canaan Public

#### Made Directors of New York

Agency

Howard W. Dickinson and Miles S. Whitney have been elected directors of the George Batten Company, Inc., New

# Is Good Advice Part of Your Service?

If you are advertising counsellor or friendly counsellor to anyone using large editions of four-color printing you will do him a real service by suggesting a consideration of the advantages of Multicolor printing—an improved method which insures perfect uniformity of quality and greatly reduced spoilage and waste.

Many of the largest publications and mail order houses are already using Multicolor printing.

We are the only printers offering this Multicolor service to all. It costs no more than ordinary color printing if the edition is large.

#### The PERIODICAL PRESS, Inc.

Pioneer Multicolor and Rotary Printers
76 Lafayette Street New York City



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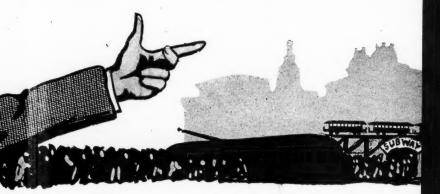
Broc there is a 2,2

> For the million who, during the before returning system to get time your car loving, "ultime Greatest Cit

Enlist Note "keen brains Advertising

"BROADWAY

Broadway St



## Enlist for Good Service!

g the Summer Months—July, August and September—on the

**Brooklyn Rapid Transit System** 

is a 2,250,000 daily passenger traffic. Think of it!

the millions of visitors from all over the United States to New York City, during the summer months, never fail to patronize this famous beach re returning home, there is only one Coney Island and only one railway em to get there—The B. R. T.—and, at the same time and all of the your car advertisement would be tapping one of the greatest homeng, "ultimate-consumer crowds" in the Greatest Borough of the atest City of the Western Hemisphere.

st Now—in the big army of live advertisers whose brains" have chosen Brooklyn Rapid Transit Car ertising to make money.

Send for our interesting booklet, entitled:

ADWAY (Manhattan) and the CITY OF HOMES (Brooklyn)"

adway Subway and Home Boroughs Car Advertising Co., Inc.

one 6311 Cortlandt

31 Nassau Street, New York

## Over \$1,000,000,000

of PRINTING a year in the United States

1-12th of World's printing is executed in New York City

#### WE ARE PROUD

of the record which we have helped to make.

OUR proportion of this immense business is figured at da 000 000

s figured at \$1,000,000 and we expect to obtain it, with your assistance by SERVICE, QUALITY and COURTESY.

We have a wonderful equipment, (representing half-a-million dollars) and an organization that has taken years to develop to its present high state of efficiency. It is your privilege to make it a part of your advertising or publishing department.

The use of special machinery for large editions in color printing, materially reduces the cost of production, and is worthy of your thoughtful attention.

Write on a postcard and drop it in the mailbox, or phone 3210 Greeley, or better still, visit us and take a study-stroll through one of the finest and most complete print shops on this hemisphere. It is worth dollars to you.

#### CHARLES FRANCIS PRESS

PRINTING CRAFTS BLDG.

EIGHTH AVENUE

NEW YORK

#### Short Stories from the St. Louis Convention

Excerpts From Speeches That Carry Helpful Messages

#### Public Doesn't Abuse Money - Back Privileges

O NE of the great discoveries of business is that most of the people can be trusted-and it was the modern mail-order house which made it and throve greatly in acting upon it. Henry Schott, of Montgomery Ward & Co., referring to this characteristic of the average purchaser said:

"A sound business of selling by mail is based wholly upon good faith between the buyer and seller. To-day practically all direct mail advertising is sent out with the understanding that if the customer is not wholly satisfied with the goods he has the privilege of returning them at the expense of the advertiser. That has come to be a principle universally ac-cepted. There is no hemming or hawing on the part of the adververtiser over accepting these returns and making refunds. direct mail advertiser knows that if he sends out goods not satisfactory to his customers he alone is responsible for that condition with the chances that he overstated in his advertising.

"Good faith in direct mail advertising is growing just as the direct mail business is growing. Without this belief on the part of the customer it would be a onetime business, and you all know that it couldn't exist on that basis; it is the repeats that make a profit. Since the satisfactionguaranteed - or - your-money-back policy became accepted the advertiser has always learned that every buyer is worthy of every confidence and trust. There could hardly be a greater opportunity offered for imposition than that of the money-back policy of mail advertising; and yet cases of imposition are exceedingly rare. In fact there is almost an infinitesimal percentage of instances where

a buyer is unreasonable in his re-turns and demands refunds. It proves that if the merchant will give a customer a square deal the customer is going to give him a square deal, whether they are next-door neighbors or live a thousand miles apart.

NO UNDUE ADVANTAGE TAKEN OF BROAD GUARANTEE

"For an example take the case of automobile tires. We guarantee Ford sizes for 5,000 miles and other sizes for 4,000 miles, and we sell them at about \$2 to \$5 a tire less than the usual price for similar goods. Now, the tires are sent out from one of our houses at New York, Chicago, Kansas City, Fort Worth or Portland. They may be used on the desert, or in the mountains, or in a mining country, Alaska or Florida— it makes no difference—we have no right to ask a customer the nature of the country where he is using his tires. If the tires do not give him the service we guarantee him, all he does is to pack them up, express them back to us and tell us to make a satisfactory adjustment. He tells us how many miles they run and his opinion we have to accept. course, if a man should deliberately, consistently endeavor to make unfair claims, he would very soon be found out and would simply be requested not to send us any more orders; but those are extremely rare instances.

"It was not the rule, but the exception twenty years ago that an article such as an automobile tire could be sold on a guarantee and put in the hands of a customer perhaps thousands of miles away, and then have him decide whether he had had proper service out of it. It is almost a revolution in modern business, and I think the direct-mail advertising has been responsible for the creation of that wonderful faith between customer and merchant.'

# BONGWS Advertising

E VER vertiser is, or should be, interested in the possibilities of tuning news developments to sales-making advantage. While the problems of banks are in many ways different from those of national concerns, what one of them has done to extract the profit from fleeting timely news is of general interest. Speaking upon this subject June 6, before the financial advertising session, D. S. Matthews, advertising manager of the Farmers' and Merchants' Bank, of Stockton, Cal., said

"A nose for news will help the bank advertising man immensely. Read the newspapers and see where you can apply current events and local happenings of importance to your bank ads.

"Take, for example, such items as the following: which appeared in one of our local papers:
"Eleven Hundred Dollars in Bills Picked from His Pocket.

"'Eleven hundred dollars in bills was lifted from the pocket of E. P. Gunn, a Nebraska farmer who is touring California, presumably at the corner of El Dorado and Weber avenue, a few days ago while he was waiting to make a trip to Sacramento. Mr. Gunn reported his loss to Chief of Police Simpson, who is giving what assistance he can. The loss left Mr. Gunn penniless and the Stockton chief wired to the man's Nebraska home and succeeded in obtaining funds for him."

We took this item, ran a replica of it in our ad, and after referring to the unfortunate occurrence, suggested as a precau-tion that it would be far better to place one's money in a strong bank such as ours and when traveling to secure travelers' checks. which we issued on all parts of the world. We featured our comments by writing them in long-hand and having a plate made of the same. The heading 'Eleven Hundred Dollars in Picked From His Pocket' caught the reader's eye and curiosity

caused him to read our comments.

"Suppose Mr. Jones' house burns down. Suppose he has a safe deposit box in one of the local banks. Very likely he will have no objection to your referring to the fact in your bank ad and emphasizing the importance of the precaution he took. It would certainly be a fine oppor-tunity to call to hundreds of other people who undoubtedly keep their important documents at home, the mistake they are making. Strike while the iron is hot. It's after a big disaster that the officials usually put into ef-fect laws that tend to increase public safety, so why not take advantage of such opportunities advantage of such opportunities as cited above in driving home the advantages of a bank account. safe deposit box, etc.? It's the psychological time. It's human nature to close the barn door after the horse is gone. I know of a real estate firm that has a number of standing reader ads on fire, accident and burglary insurance which are run under all appropriate news items.

'You'll often find that questions of nationwide interest offer fine opportunities for timely bank ads. Take. for example, the high cost of living problem. You recall the experiments conducted by the Life Extension Institute of New York when twelve men in the New York Police Training school lived on 25-cent-a-day menus. We sent for a copy of the menus, had a number printed and under this advertising heading, 'Twenty-five-cent-a-day Menus,' told the people about the experiments and informed the housewives we would be pleased to present them copies.

"The day before the last presidential election our ad ran as follows: 'Election Day—Your Decision.' Stating that the reader had undoubtedly made his decision as to how he was going to vote, we added: 'Very likely you have thought for some time about starting a savings account. Why not make your decision now, etc.

"About the time the tax collector announced taxes were due (Continued on page 105)



THIS cover design of the May issue of the Canadian DRY GOODS REVIEW tells you that we are all busy in Canada producing. We never had so much money in our lives as right now. Come and see.

# Canada wants your Dry Goods

now

ANADA'S great trouble is to get the goods to sell. If you can supply Canada's urgent need, make the fact known boldly and **now**.

Canada has wholesale houses and manufacturers' agents a-plenty—good ones—ready to market your line. Write us for names of these.

Use THE DRY GOODS REVIEW as your voice to the wholesale and retail trades. Page, 1 time, \$45. On a 12-time order \$30 per page. Circulation is national, thorough and influential.

## THE DRY GOODS REVIEW

for July

is the Annual Fall Number—always an important issue. Larger than usual and enriched in many ways. Regarded as an authoritative guide to buying by the entire cover design of the May issue above.

trade. Note the cover design of the May issue above. Specimen copies, rates and circulation particulars on request.

The MacLean Publishing Company, Ltd. - - Toronto, Canada Montreal, Winnipeg, New York, Chicago, Boston and London, England



# Sensible CONSERVATION

AND

## Practical THRIFT

#### The Law of the Land To-day

Advocates of sensible conservation and practical thrift in American Homes will do well to consider the Trading Stamp or Profit-Sharing Coupon received by consumers as a substantial discount for paying cash, though the purchase amount to but ten cents.

For many years thousands of merchants and manufacturers have employed this means as a direct aid to their other sales features, and millions of housewives take every advantage of this opportunity to make the family allowance go a great deal further. The Trading Stamp and Coupon are Silent Salesmen—recording daily transactions of the Nation's trade—emblems of the thrift of American people. The system is efficient—the principle sound.

The Profit-Sharing token represents the highest form of demogracy to-day, because it offers the greater good to the greater number. It draws no class distinction—its benefits are shared by all.

To-day, with constantly rising prices, the Merchant and Manufacturer need and appreciate the Trading Stamp and Coupon as Trade Builders and Trade Holders more than ever before. By eliminating the tendency to obtain too much credit and curtailing waste, these tokens are opponents of extravagance and exponents of economy and thrift.

Since their introduction in 1896, the famous 2.9. Green Stamps have served and benefited more people each day of their 20 years' existence, and collectors have received merchandise of a value of \$50,000,000. During 1916 the redemption equalled 98½% of our entire issue—a convincing record of national popularity and efficient service.

Women's Clubs, Civic Organizations, Newspapers, Merchants' Leagues, Savings Societies, Federations of Labor, have voiced their hearty approval and pledged their absolute support of this commendable profit-sharing plan—the pioneer in the field, representing a trinity of interests—Manufacturer, Merchant and Consumer—each receiving a maximum of benefits wholly in accord with the law of the land—Sensible Conservation and Practical Thrift.

## The Sperry & Hutchinson Company

Capital \$1,000,000 Surplus and Reserves \$1,000,000

GEO. B. CALDWELL, President

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#### An Advertising Inventory to Reshape Marketing Policies

New Campaign for President Suspenders Based on Trade Investigation to Revamp Sales Plans

> An Example of Hoyt Service

By

The soundness and thoroughness of the Hoyt method of starting to work for an advertiser is strikingly illustrated by the story of the President Suspender campaign in last week's Printers' Ink.

The President Suspender Company is only one of a number of successful advertisers-old and new-who have retained us during the past year. Our method of working has appealed to them because it eliminates the objections of the speculative, "outside-viewpoint, looking-in" way of submitting plans.

You need not decide now to engage us as You need not even decide now to advertise at all, if you are not advertising. We will submit to you a proposition to survey your marketing problems and lay before you our conclusions. Then, if you so desire, you may retain us to execute the plan; but you are not under the slightest obligation to do so.

We would appreciate a call at one of our offices. Or, write us and we will call on you.

## Hoyt's Service, Inc.

Advertising and Sales Management

tion 116 West 32nd Street, New York of susp Leader News Building Little Building has come Boston Mass

known name. At the same time. the patent rights on the article have expired, betokening in-

THE TRADE INVESTIGATION CAUSED THE ADOPTION OF SEVERAL NEW FEATURES IN THE ADVERTISING

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or proposition. covering a cernumber jobbers, then, the company was fairour ad read: 'The Tax Problem— A Solution.' The solution was a

savings account.

"During safety-first week we advertised as follows: 'Safety First-This is safety-first week. The safety-first campaign is a very creditable movement and is worthy of the support of all good citizens. Precaution is important in all things. This applies to your finances. You should provide for the future by starting a savings

"Take advantage of such events Washington's and Lincoln's birthdays by running their pictures and quoting them on thrift. When President Wilson was addressing the nation on various'international problems one of our ads was headed, 'President Wil-View.' We gave it-on son's

savings.

"There was a very bright young man in Stockton who won a college scholarship. His picture had appeared in the newspapers. ran his picture in an ad without giving his name, told of his accomplishment and incidentally declared he had had a savings account at our bank for a number of years, having saved consistently. We did the same thing in the instance of a young businessman who had consummated a big business deal."

#### Research Committee Will Extend Investigation

FIVE years ago the Research Committee of the A. A. C. of W. was organized to collect information upon business condi-tions for the benefit of business men. Mac Martin, of Minneapolis, told the delegates to the convention of the results accomplished and the more extended line of research that is planned for the

"For three years," he said, "we have conducted nation-wide investigations on one subject-that of the condition of consumer demand reported from the books of the retailers in the principal lines of

distribution for the index month We have several of November. times suggested other investiga-We have been asked to find out the percentage of gross sales typical retailers of different lines-department stores, grocers, drug stores, hardware, clothing and jewelry-spend in advertising. We have been asked to find, the cost of doing business in different sections of the country. We have been asked many such questions and have been unable to answer them because we have felt that to establish the work of this committee on a firm foundation we must first secure the confidence of the retailers and prove to them that we can do one thing well before we dare to ask them more questions.

"Up to the present time all of our questions have been in percentages. We have not asked for dollars and cents figures. We have asked only five questions. first year we asked two questions -What is the percentage of increase or decrease in your total volume of sales for November of this year as compared with those during the same time of the pre-vious year? And the same question in regard to the total amount spent in advertising. The second year we became bolder. We asked the same questions in relation to the stocks carried in the index month of November. Each year our work has grown. Each year more retailers have been willing to give this information from their Last year I told you at books. Philadelphia that we were going to take another great step forward and ask the same questions on the most vital point in any business, the percentage of increase or decrease in the net profit. To our surprise, each year we have found business men more willing to co-operate with us and to give us accurate figures. Last year 1,700 investigators donated their time for four days to collect this information.

"Never was there a time in the history of the world when the business man should know condi-tions—should know what others are doing and what others are get-

ting-should have a barometer by which to pilot his ship, like the present. The active work of this committee commenced in 1914 when business conditions were first disturbed by the European War. It has been sharing these records little dreaming that this country would find itself to-day in that great conflict and subject to all of the dangers which war may present to business. question which now confronts us is, 'Shall we go ahead and gather all of the information which is available-ask 10 or even 20 questions instead of only 4 or 5-ask dollars and cents figures instead of only percentages-demand accurate records of costs, or shall we cease our labors, admit that we are at war and that chaos may overtake us at any moment? Will the retailers of America give to each other and give to the manufacturer their trade secrets, their records, their innermost records and all other secrets-pieces of information which they have in the past held back? Will the men of Associated Clubs when their time is so taken up with other things, give their time to this great in-dustrial army?' We believe they will and we are ready to make the test.'

#### The National Banks Are Learning How

ROM year to year, banks are adding to their stock of knowledge of what to advertise and how. Their progress has been steady and rapid, and as "merchandisers" they have little to learn in finesse from the big institutions in other lines.

This merchandising aspect of the development of the bank of to-day was emphasized in the talk before the financial advertising session on June 6, by William G. Rose, of the First National Bank of Cleveland. He said in part:

"The best method of advertising a national bank for the purpose of securing the business of other banks, is by keeping prominently before them, through the

mediums of letters, banking journals and other printed matter. The best method of actually securing the business is through personal solicitation by officers of the institution.

"It is well for a bank to be represented at banking conventions, where it may develop new acquaintances and strengthen old ones. It is advisable to send a representative occasionally to call upon correspondent banks and prospects, providing he is a salesman—not alone a golfer.

"I know of a national bank that subscribes for several clipping bureaus and shows its interest in prospective correspondents throughout the country by writing every time there is a logical rea-

son afforded.

"If the auditor of the First National Bank of Podunk becomes an assistant cashier, the institution to which I made reference writes a letter of congratulation to the Podunk bank and another to the newly appointed officer.

"If the Fifth National Bank of Oshkosh celebrates its third anniversary, it is sure to receive the sincerest hopes of a large national bank that its future will be marked by progress and prosper-

"The banks of Podunk and of Oshkosh rather like these complimentary letters and when they consider a new 'affiliation, the big bank with the clipping bureau and the prolific typewriting machine frequently gets the business.

"A national bank should be advertised to its stockholders. When the dividend check goes out the publicity should go with it in the form of a letter, and an appeal for co-operation should be incorporated. The stockholders should be given a chance to enthuse over the bank's progress if it is making progress, and should be urged to seize every opportunity to boost the bank's business.

"One of the finest opportunities for advertising is missed by all but a very few banking institutions, and that is the advertising that comes from the personal calls of officers upon customers of the bank. Every important customer should be paid the compliment of one or two calls a year. These calls should be dominated by a friendly interest and not a business spirit, in fact if the bank is rarely mentioned so much the better. The purpose of the call should be to pay the bank's respects to the customer and to ask if its service is in every way entirely satisfactory.

"This practice leads to very definite results. Picture them.

"Opportunities are continuously rising in cities for tangible service that will bring a publicity reward. Two months ago the State of Ohio was dilatory in paying the militia. Many of the men needed their money. The First of Cleveland learned of this condition and advanced the soldiers' pay. This was good service, and incidentally it proved good advertising.

"A few months ago the Health Department of Cleveland announced that it had no funds with which to mail out the Birth Certificates. The First Trust volunteered to send them, and further it gives, with the bank's compliments, a booklet entitled, 'How to Keep Your Baby Well.' That is

productive advertising.

"Occasionally the public should be impressed with such technical matters as the number of out-oftown checks handled in a day and in a year; the fact that the bank sends items direct to numerous States and to foreign countries, and the colossal totals that these items make. In like manner deposits, resources and clearings should be treated.

"It is good publicity to address messages in the newspaper advertisements to the exporters of the city, to the manufacturers and to the merchants, congratulating them upon their large share in the city's upbuilding, and offering to co-operate with them in various

ways

"It is good advertising to talk times and conditions in your papers, and show how the bank's services can best be utilized at the present time and under the present conditions."

## How Street Car Men Fought the Proposed Tax

FOR the first time the street car interests met at the Convention as a departmental. One of the subjects discussed was the possibility of a government tax on street car advertising. Referring to this Stanley E. Gunnison, president of the International Car Advertising League, New York, said:

"The United States Congress must have had the car card indelibly impressed upon its mind to have asked 5 per cent of the gross of this business to be paid to the Government to defray the advertisers' share of the expenses

of this war.

"While car advertising has always stood ready to do its part in the spirit in which all good Americans are now working, it has justly felt to tax one for all is strictly un-American—and hence the International Car Advertising League has used every effort to defeat this provision of the Revenue Bill, and feels in a large measure responsible for any change which has taken place in the bill as originally drafted—which carried a tax on car advertising of 5 per cent of the gross.

Never did the wisdom of getting together come clearer before the eyes of those interested in car advertising than when, within the last month, we faced the passage of a law that threatened the existence of many car companies.

Wisdom at such times as common interests are attacked is in favor of common opposition. Solid front and unit power mean much in such cases, and division means lost motion. Every car company in the country assembled under a common name, working in its broadest sense for a common purpose, would have made the task before us much Our representatives beeasier. fore the Senatorial and Congressional Committees could have used their efforts with less waste. and therefore more effectively,

had those interested for the same reasons made known their line of effort, and the channels that they were going to use to accomplish

their ends.

"Every one of us has some friends, most of us varied influences, and the closer that co-operation can weld the power of the units the greater the power of the whole. This organization, represented in Washington as it was on the 10th day of May, finding no spirit of co-operation on the part of others whose inwere common, struck straight at the task before them to the end that the injustice of the proposed Revenue Bill be clearly shown, and to-day, we feel in no small measure responsible for the very encouraging result of our efforts.

"If there was ever any hesitancy or reason to believe that an International Car Advertising League in America had a place, the circumstances that confronted us in meeting this question should

dissipate that question.

"In conclusion, it is with pride that I point to Nineteen Seventeen as the year in which the International Car Advertising League was organized in the City of New York. Born under the influence of the Associated Advertising Clubs of the World, its petition as a Departmental was answered by an unanimous and affirmative vote, and now stands in solid phalanx for the interests of Car Advertising, and attends its first convention, enthusiastic on the work to do and to be done, and justly proud of its record."

#### Advertising to Spread Knowledge of Economic Facts

IT is evident that among the notable achievements of advertising in the next few years will be that of helping to educate one hundred million people in finance and economic facts. In his talk on Monday before the Financial Advertising Association, Francis H. Sisson, of the Guaranty Trust Company, of New York, gave a

sizing up of this big job, as follows:

"One particular service to be rendered by helpful financial advertising is to dispel the very general illusion that the financial institutions of the country are all part of an organized system which, like a great Juggernaut, moves about seeking whom it may devour; when, as we know, they are simply human institutions, rendering human service, manned by human beings, even as you and I.

"The so-called prejudice against Wall Street which exists in some parts of the country is born largely of this same ignorance of the facts and the men behind them. Advertising which will dispel that ignorance can be only good

in its effect.

"Just to present this proposition in relief, look for a moment at what we may expect in default of public understanding on these economic problems. Realize, if you will, how near we came to authorizing by vote a debased currency during the free silver cam-paign; how long we temporized with our critical banking problem; how foolishly we hamper our large industrial institutions in their legitimate expansion; how we over-regulate and strangle our railroads; how we fumble in our attempts at taxation; how we permit the menace of government ownership, and its assured inefficiencies and political tragedies to grow about us; how the organized might of labor and other class interests works its way at the public expense.

"All these and many more similar situations demand the light of fact and reason to dispel the shadows they cast upon us. The inevitable harvest of ignorance is industrial and social disaster. Public sentiment must be informed and guided if it is to find expression in proper action.

"One illustration of the lack of public education in financial matters is glaringly apparent to-day. It is estimated that there are only about 200,000 individual investors in bonds in this country of over 100,000,000 people. The financial

# Give Your Clients A Complete Service!

The National Outdoor Advertising Bureau (Inc.) is composed of representative Agencies whose experience and knowledge of Advertising in all its phases is available to advertisers through agency members of the Bureau.

Give your clients a *complete* service. Help them get the maximum results from their appropriation by linking up in a logical, intelligent plan, their outdoor publicity—bill-boards, paint, electric signs, etc.—with their newspaper and magazine campaigns.

The responsibility and standing of the Bureau are unquestioned. Its scope is nation-wide—all outdoors. Its success is already demonstrated.

Your correspondence is invited with a view to joining us in our constructive work for the betterment of advertising and the expansion of the Agencies' activities.

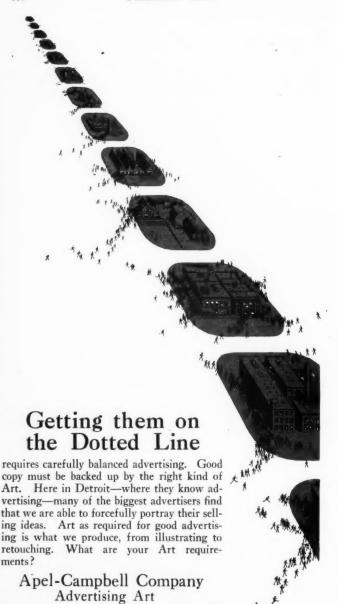
# National Outdoor Advertising Bureau

INCORPORATED

#### Fifth Ave. Building, 200 Fifth Ave., New York

M E	EMBERS
George Batten Company New ?	York H. K. McCann CoNew York
Blackman-Ross Co New	York Eugene McGuckin CoPhiladelphia
Chas. Blum Adv. Corporation Philadely	phia Charles F. W. Nichols CoChicago
Calkins & Holden, Inc New ?	York Nichols-Finn Adv. Co Chicago
Corman Cheltenham Co., Inc., New York The Erickson Co New York	Frank Presbrey Co New York H. E. Reisman Adv. Agency
The Richard A. Foley Advertising AgencyPhiladelphia	Frank Seaman, Inc New York Sherman & Bryan, Inc., New York
Fuller & SmithCleveland Hoyt's Service, IncNew York	Stewart-Davis Adv. Agency
Martin V. Kelley Co New York H. E. Lesan Adv. Agency, Inc.	Taylor-Critchfield-Clague Co., Chicago
New York	J. Walter Thompson Co., New York
Lyddon & Hanford Co.,	The state of the S

Marquette Bldg.



Detroit

institutions of the country have never made any sustained effort to broaden their investment base, but have been content to market the obligations offered through them to institutions, estates, and large investors, without seeking to instruct the general public in matters of investment or to cultivate in the public the habit of thrift and the purchase of sound securities.

"The strenuous struggle the government has had to market its first war issue has well illustrated our deficiencies in this regard. In Europe the percentage of bond-holders is many times higher. In France, indeed, it seems to attain very closely to 100% of the money earners of the country. Thrift has followed education, and an investing clientele of huge proportions has been built upon them. Over 8,000,000 people subscribed for the last English war loan.

"Here again the financial institutions have not only an opportunity but an obligation to teach the American people how to invest their money safely and systematically, and to organize for them the methods which will make it possible.

'It is certain that never in the history of this country was a knowledge of economic facts more vital. The present war has created a situation which will be of far-reaching effect. New and large business problems are certain to face us, both during the war and at its conclusion. civilized world must go through an economic readjustment, and the nation which best understands the facts and the principles underlying them will profit most largely from it."

#### Facts About Munsingwear's Growth

O NE of the niches which calendars and similar specialties fill with peculiar effectiveness is, their sponsors claim, that of securing the re-order. The specialty manufacturers have always refrained from over claims for their medium, but they do strongly advocate the use of specialties as tokens to maintain good will.

Speaking upon this function for his product, W. E. Neal, department director of Brown & Bigelow, St. Paul, quoted a letter from the Northwestern Knitting Company. This letter is worth quoting in part for its general, as well as special, interest to advertisers. In this letter W. B. Morris, the Munsingwear advertising manager, wrote:

"So far as the advertising of Munsingwear is concerned, it can truthfully be said that the advertising has not only increased sales, but because of greatly increased sales it has been possible greatly to increase purchasing ability and manufacturing efficiency, which in turn has made it possible to improve Munsingwear service to the trade and give the ultimate consumer the same merchandise for less money, or better merchandise for the same money. Proof of this statement may be found in a comparison of Munsingwear garments and prices of-say, ten or fifteen years ago-with the garments and prices of to-day. From 30,000 garments per year to over 30,000 garments per day is the record of Munsingwear progress in the last twenty years.

"Munsingwear was first advertised in the magazines in 1897. For a good many years, nearly every form of publicity used by reputable advertisers has been used in promoting Munsingwear sales. One of the best places in the world to advertise is in the store where the goods are adver-tised for sale. The merchant is, and probably always will be, the greatest single factor in the problem of distribution. which can be done to secure his good will and co-operation in featuring a line of merchandise is well worth doing. There is probably no better way to sell the merchant and help him resell the merchandise than by keeping him well supplied with cards, cutouts, signs, fixtures, blotters, booklets, calendars and other advertising specialties that will be a credit to the merchant who uses them.

fact that a large percentage of our advertising appropriation is spent each year for the kind of advertising that is generally known as novelty or specialty advertising is the best evidence that can be given you that we believe this kind of advertising is efficient in increasing sales and reducing the cost of distribution."

#### Plan National Consolidation of Theatre Programmes

A DDRESSING those in the theatre programme session, June 5th, Ralph Trier, president of Frank V. Strauss & Co., New

York, said:

"This is the first appearance of the theatre programme in the Associated Advertising Clubs of the World, and we welcome the opportunity to be of this very influential body, and sincerely hope that the theatre programme as already developed will take its place, where it properly belongs, as one of the strongest and most efficient mediums.

"The purpose of our department will be to consolidate in concrete the entire business of publishing theatre programmes throughout the United States. To make uniform the size and makeup of the theatre programme everywhere. To establish a standard of rates which will prevail in all cities, and to generally place the entire business on a sound and substantial basis. In New York we have adhered to one size, one style, and one rate for many years, with the result that we have the confidence of all advertisers. This should be so throughout the country, and wherever a rate is made it should not under any circumstances be broken. The backbone of any business organization is stability and this must naturally come in the theatre-programme field to get the confidence of national advertisers.

"We do not have to seek our circulation; it comes to us, and, if you will permit, it pays anywhere from 50 cents to \$3 to get a programme of the play. As to qual-

ity of this circulation there is no doubt and as to reader attention it obtains everywhere."

#### How Window Displays May Be Used in Bank Advertising

GETTING new business is an important part of the work of a bank or trust company in the larger cities. A special staff of men which is usually organized for the purpose includes one or more advertisement and news writers. In describing the activities of the New Business Department of the Guaranty Trust and Savings Bank, of Los Angeles, before the Financial Advertising Committee at St. Louis, W. R.

Morehouse said:

"In the operation of the New Business Department of the Guaranty Trust and Savings Bank I have the co-operation of the bank's employees. This co-opera-tion was brought about some years ago by the offer of monthly rewards for suggestions and ideas which could be used in improving our advertising, making our service more efficient and in eliminating waste. To the employee hand-ing in the best suggestion for the improvement of our advertising each month we pay \$5, for second best \$3 and then there are lesser amounts for other suggestions. Rewards for suggestions improving our service and eliminating waste are arranged in a similar manner. The first month these rewards were offered we received over sixty suggestions, and now it is a frequent occurrence that employees hand in suggestions adapted to our work.

gestions adapted to our work.

"I have one young man who specializes on newspaper advertising and news items. Another specializes on window displays. We have eight windows averaging twelve feet by three feet, equipped for window displays, and we put in one new display every day. This requires not only originality but a great deal of ability, for these displays must be tied up in some way with the banking busi-

(Continued on page 117)

## Making The Most of Your Appropriation

Your advertising space can bring you your money's worth in publicity alone. Or it can be so merchandised as to multiply its power many times—to bring you both publicity and a larger volume of sales.

As pioneers in merchandising service, the scope and character of our work is especially practical and resultful.

We invite interviews or correspondence with any manufacturer or business man who desires to make the most of his advertising appropriation.

Ask for our booklet of "Editorials on Advertised Standardized Commodities."

#### MALLORY, MITCHELL & FAUST

(Inc.)

Advertising and Merchandising Counsel

Security Building - - Chicago, Ill.

Established 1904



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#### Importance to Readers

FOR the first time in the history of our Nation, the attention of the President, of the Congress and of the Public is concentrated upon the big problems of transportation,

#### The Third Arm of the Service

The June 22 issue of the Railway Age Gazette will be known as the PATRIOTIC WAR NUMBER.

#### Patriotic

because the constructive thought in every article will redound to the glory of our Nation.

#### War Number

because it will cover in a helpful way to railway officials, every phase of railway transportation in War both here and abroad.

Furthermore, the Patriotic War Number of June 22 will be an indispensable text-book on this specific and important subject.

In the preparation of these text pages, we are closing our eyes to costs—results is our goal.



#### Importance to Advertisers

THE American Railways, the third arm of the service, are to be weighed in the balance of results; results that can be secured only by a closer study of those problems in efficiency and economy affecting transportation.

Naturally, every device that will help solve some of these big and pressing problems is going to receive the close study of the army of railway officials who are behind the President in this great War for Democracy.

The advertising forms for the June 22 issue will close

#### June 15, 1917

Remember that the guaranteed circulation of this issue will be 15,000 paid copies, mailed direct to regular paid subscribers of the Railway Age Gazette, and 6,000 selected names of departmental officials who are vital to the success of this arm of the service.

We know that the Patriotic War Number will be read, re-read, and kept for reference by the railway men who are now shaping the destiny of American Railways. Remem-ber it is necessary to act quickly. Forms close June 15.

#### Railway Age Gazette

New York

Chicago Cleveland

Washington

Member Audit Burcau of Circulations

#### Get this Book if you are interested in the Automobile and Accessory Industry

## "Story of the Automobile"

By H. L. BARBER, Economist and Financial Writer Author "Making Money Make Money," etc.

reference.

Buyers and Sellers We will all agree that there have been tens of thousands of of Advertising dollars wasted in the advertising

of motor cars and accessories-and we are united in the opinion that this must STOP. "Story of the Automobile" is the biggest forward step in this direction ever taken. It contains a chapter entitled, "Amazing Figures of the Automobile Industry," by EDWARD G. WESTLAKE, one of America's foremost Automobile Editors. Another entitled, "Automobile, Accessories and Tire Manufacturers' Securities from the Investment Standpoint," by the BUSINESS BOURSE of New York; the most authentic data, we believe, that has ever been compiled-each and every chapter in this book worth the price of the entire volume.

Get This 250 pages, illustrated with Charts and Comparative Tables; lists all makes of cars with Book Now prices; bound in Cloth, stamped in Gold, 8vo; \$1.50 at all leading booksellers. Trade supplied by A. C. McClurg & Co., Chicago; Baker & Taylor Co., New York, and other leading book wholesalers. Ask your bookseller, or mailed direct for \$1.50-you need this book as a constant

> A. J. MUNSON & CO., Publishers Dept. A2, 20 W. Jackson Blvd., CHICAGO, ILL.

ness. As a hypothetical case we will say that you wished to advertise money to loan on real estate. We filled in about six inches of rich soil and around the edges of the window we planted a row of small box-wood trees, making a hedge about six inches high. Out in the middle of the window we set up a small board sign, such as you see on vacant lots. painted a trade-mark on the sign in bright red, so as to make it distinctive, and then painted on the sign 'Money to Loan on Real Estate—Inquire Within.' This display made a great hit. It attracted hundreds of persons and brought about the desired results.

#### TWENTY-FOUR MILLION DOLLARS VISUALIZED

"Another display conveyed in a unique and forceful way the magnitude of the deposits in the bank \$24,000,000. We borrowed several miniature auto trucks, which we loaded with small sacks filled with washers, indicating that they were filled with money. A poster was prepared which stated that it would require 707 one-ton trucks to haul the deposits of the Guaranty Bank if they were in silver dollars. You may be sure that no little attention was attracted by this novel way of presenting the deposits of the bank. of it-707 one-ton trucks to haul the deposits of one bank.

"Now let us try another one. We will say that the resources of the bank are \$25,000,000. want to use a window display to get this idea over. How can it be done. Think a moment. Recently the United States purchased the Danish West Indies for \$25,-000,000 and we capitalized the idea. We obtained a map of the West Indies showing the little islands, which were pointed out with a large red arrow painted on the Photographic views of scenes in the islands were dis-played and our poster read, 'The United States paid \$25,000.000 for these islands, which is \$293 an acre. California cost three cents an acre. The resources of the Guaranty Trust and Savings Bank exceed the amount paid Denmark for the islands.' Note the comparison between the cost of California and what was paid for the little islands. Consider that this display appeared in California. Will it get attention? Yes, almost unlimited.

"Suppose we wish to reach the public just before the vacation season. Our display consists of a fine assortment of fishing tackle, guns, camp goods, pictures of attractive sea and mountain scenery. Our poster placed in the display gives the message: 'Save Up for a Vacation—Save Fifty Cents a Day for Two Months and You Will Be Able to Take Your Va-

cation.'

"Now let us see if a bank can appeal to owners of automobiles through its windows. We made the loan of miniature models of automobiles and auto accessorie's from a local supply house and put them in the display to give it the automobile atmosphere. Knowing that owners of cars are vitally interested in costs of operation, depreciation and other expenses, we compiled these costs for different classes of cars and presented them in the window on a large chart. Along with the chart was a poster showing that a person owning a car in the \$1,200 class would have to save \$2 in the bank for every \$1 spent for gasoline if he wished to have enough in the bank to get a new car at the end of five years, and be able to meet the other expenses This display in the meantime. was the talk of the town-it attracted thousands.

#### What Led Brunswick People into Phonograph Field

A CCORDING to Homer J. Buckley, of Chicago, it was a series of unforeseen events that led the Brunswick-Balke-Collender Company to add phonographs to its regular business of making billiard tables and supplies. A modest postcard, and of "circular" type at that, is the hero of the tale.

Mr. Buckley, speaking before

the direct mail session, told the

story as follows:

"Åbout three months prior to the time when Iowa went dry, the Brunswick Balke Collender Company built a large factory in Dubuque, Iowa, for the manufacture of barroom fixtures and equipment. When building this factory an arrangement was made with the city of Dubuque by which the ground on which the factory was built was to be given to the company free of charge, provided they maintained a payroll of a certain size.

"When Iowa went dry the business was left at a standstill. About this time a postcard inquiry was received from the Victor Talking Machine Company, asking for quotations on phonograph cabinets. This postcard was a stereotyped affair, and had evidently been made up in quantity and sent to a large list of other

concerns.

"The postcard was forwarded to the New York office, and business eventually resulted which was sufficient to keep the entire factory at Dubuque working overtime. This business continued for about a year. At that time a new purchasing agent was appointed who made a personal tour of the factories which were building phonograph bodies.

"As the purpose of this visit by the new purchasing agent was to endeavor to secure better price arrangement, and as the Brunswick-Balke people were not building the cabinet at the lowest possible figure the business was with-

drawn.

"However, the Brunswick people had spent more than a year building phonograph cabinets, and their men had been trained in the Victor company plant, and instead of giving up this business they immediately completed arrangements to put a phonograph of their own on the market.

"This latter venture has proved wonderfully effective, and the plant, which was on the verge of failure at the time the dry law went into effect, has become one of the most successful factories operated by this company." Using Direct Mail vs. "Forcing" the Dealer

L OWERING the cost of distribution to the retailer was the subject treated in brass tacks style by George L. Louis, advertising manager of A. Stein & Co., Chicago, manufacturers of garters. Speaking from the viewpoint of makers of men's apparel,

he said in part:

"It was November, 1916, as I recall it. An establishment making women's skirts and cloaks was to advertise this season for the first time in its history, and I am told they will not advertise again after this campaign is over. has been a failure. The results obtained have been offset by the heavy expenditures that the advertising incurred. I can place my hand on the weak link of this campaign—the element that made it impossible for it to succeed. In their activities to the retailer, they circled; in other words they used or tried to use the force upon the consumer, to affect the retailer. They did not go to the latter direct. There was no direct-bymail effort used at all. tailer did not respond. many stores stocked the goods; but the merchant did not sell heartily and actively. There had been no direct, dignified approach to him. He had been told to 'get in line,' 'order,' 'stock up,' 'cash in,' via the consumer advertising. In short, the direct-by-mail angle of this advertising campaign had been omitted. And according to records that were shown me only a week ago, the campaign was not a success. The results did not justify the expenditure. The cost of distribution was entirely too high.

"Now for the contrast. There is another manufacturing concern that began its first advertising campaign this year. This is a maker of men's shirts, that had a rather small distribution a year back. At this time they have a fairly wide distribution which is growing very satisfactorily. I have been shown data of the cost of distribution. It is, if I remember correctly, something like

two-thirds less than the cost of distribution of the business I mentioned before. Now, I may be accused of being super-partial to direct-by-mail advertising when I tell you to what I attribute the results of this form of selling. However biased one may be for or against direct-by-mail campaigning, there can be no question what is the vital factor that is making the one campaign successful, while the other is practically a failure. Both institutions make good products. The advertising and selling plans of both are sound and practical with one exception-one ignored the directby-mail factor-the other used it as the pivot of its entire campaign.

Big Tourist Trade Secured by Advertising

\*HE tourist business of certain sections of the country amounts annually to many millions of dollars. How to get tourists and how to entertain them was the subject of an interesting paper read by John B. Carrington, sec-retary of the San Antonio Chamber of Commerce. Mr. Carrington said that years ago San Antonio had built up a good tourist trade on two occasions and then lost it. The reasons were many. There were not enough first-class hotels, the streets were badly paved and the sidewalks were in poor condition. A reformation followed. Two new million-dollar hotels were erected, streets were repaved, the dust nuisance was abated, golf courses were built, the Army put in a polo ground, and tennis courts were constructed.

Then the city began advertising at the rate of \$25,000 a year, beginning with 1909. Magazines and newspapers were used at first, but it was soon found that the best results were obtained from the leading newspapers in the definite localities from which the tourist trade is naturally drawn. The railroads centering in San Antonio worked heartily on the proposition. Illustrated lectures, motion pictures and some posters

were used to create interest. Mr. Carrington asserted that after catching the tourists they must be entertained and made to enjoy themselves or they would not return.

Trade News Need Not Be Puffery

I T remained for A. C. Smith, of the *Drygoodsman*, St. Louis, to outline what the editorial department of business journals must do to help lower the cost of distribution. He said in part:

"Confidence on the part of the merchant in the editorial pages of the trade paper implies confidence also in the advertising pages. wonder how much this counts in the matter of effecting quick sales and consequently in reducing the cost of distribution. The editor writes of a line of merchandise, pointing out its market value, its place in the world of fashion and its availability and practicability. The merchant has discovered that the editor is a practical man, that he knows that of which he speaks. He finds the merchandise in question upon the advertising pages. His confidence, because of the paper's value to himself, permits him to view it as entirely unprejudiced. Don't you see why he is inspired with confidence also in the man who has the goods for sale—the advertiser? Quick sales are the natural result and a reduction in the cost of distribution.

"Close contact with and study of his trade paper helps the retailer to understand and know goods. He is offered the opportunity of studying textiles from raw material to finished product and fashions from their inception to their finality. He buys goods more intelligently and becomes more effective as a salesman. He takes pains to educate his employees along the same lines, and in doing so trains a more intelligent and efficient sales force.

"The editorial and the advertising departments of the modern trade paper are so closely allied, when the functions of each are properly understood, that to be effective their work must be co-

operative. It was, however, a misconception of this alignment which possessed trade papers at one time, permitting them, among other dissipations, the use of what was nothing more nor less than raw puffery, so raw, indeed, in its effrontery that it evoked the disgust and disapprobation of the reader. modern trade-paper editor is cooperating with his brother, the advertising man, when he has succeeded in eliminating the super-ficial and the offensive and in bringing to the merchant reliable information with regard to the things that the merchant needs to know about his business.

"To get the paper into the hands of the retailer and make him read it has been and remains the prob-This is peculiarly the problem of the editorial department. Editorial methods in themselves have very much to do with the reception which the trade paper meets. The editor must appeal to the self-interest of his reader. He has failed to do this unless he has placed his stuff in crisp, concise, available and unobjection-The merchant will able form. swallow a tablet when he will refuse a spoonful. The stork couldn't eat soup out of a flat plate at the invitation of the fox, neither can the retailer find time in the midst of his business to wade through a plethora of prosaic and unhealthy verbiage. Even though it possess quality, if improperly served it remains ineffective.

"The education of the retailer is the thing of importance. As he is regularly and reliably posted on the matters which pertain to his business and is thus enabled to buy and sell more intelligently and to conduct his business more economically, and when the trade paper is found to be responsible for imparting this information to him, to this extent has it aided in lowering the cost of distribution."

### Direct Mail Campaigns That Won Out

H OMER J. BUCKLEY, of Buckley, Dement & Co., Chicago, is of the opinion that advertising, and particularly directmail advertising, will be needed from now on more than ever. In his address on June 4th he dwelt on the withdrawal of salesmen from the "road" into the new army. He asked 500 concerns how many of their salesmen were of conscription age and he found, on averaging the replies, that 22 per cent of the salesmen of the country are subject to the call of the country. Manufacturers must. therefore, rely on direct advertising to keep up their selling strength, he thought. He then went on to show the need of better letters and he told one or two "campaign stories" of pointed interest. In part he said:

"The present 50 per cent inefficiency in selling on the part of business is due to weak mail advertising—to 50 per cent letters, booklets and sales literature—probably, rather than to the leaky management of the men employed. Salesmen need to have the way prepared for them through carefully planned campaigns. They need strong backing from employers. The mail-advertising link in the business should be strong.

"It has developed to a condition when advertising must go hand in hand with selling. Intrenching on advertising is dangerous, and economizing on quality of advertising is costly. The best plan is for a manufacturer to arrive at a proper appropriation to spend and to engage the services of a capable and experienced mail-advertising concern to guide him in spending the appropriation to the best advantage.

"A large washing-machine manufacturer in Chicago had endeavored for several years to open up the local market. Expensive specialty salesmen were employed and even the president of the company himself spent a lot of time in trying to induce the local dealers to carry their line of machines in stock.

"Every effort was resorted to and the washers were even placed with the dealers on a consignment basis. The dealers, however, would not respond and the local market was finalFAIR LIST PRICES



FAIR TREATMENT

#### WHERE YOU SEE THIS SIGN You Can Get

## GOODRICH

CORD

TIRES

SAFETY TREA



HEREVER your eye catches sight of the Goodrich Dealer's Sign you know at once that there you can buy the best tires

made at the ONE-PRICES of the Good-rich Fair List.

It means much to you if *emergency* causes you to buy a tire in a *strange town*.

Like its sister sign—THE GOODRICH GUIDE POST—it is the friend of the automobile tourist.

It, too, points the right way—the sure, safe way to a square dealer in tires.

It takes all the risk out of buying a tire wherever you are.

It tells you that with *that* tire dealer you are sure of getting tires of the highest class of safety, comfort, and lasting service.

It tells you that you must get full value from a tire or you can bring it back to Goodrich and get what the tire owes you.

For the Goodrich Fair Treatment stands back of every Goodrich Dealer's Sign.

The

B. F. Goodrich Company

Akron, Ohio

Maker of Brown Tubes and Gray Tubes



BEST IN THE LONG RUN

Scientific study coupled with practical manufacturing methods —this is the basis of the MAZDA Service that helps lamp-makers produce better lamps.



## MAZDA

"Not the name of a thing, but the mark of a service"

#### THE MEANING OF MAZDA

MAZDA is the trademark of a world-wide service to certain lamp manufacturers. Its purpose is to collect and select scientific and practical information concerning progress and developments in the art of incandescent lamp manufacturing and to distribute this information to the companies entitled to receive this Service.

MAZDA Service is centered in the Research Laboratories of the General Electric Company at Schenectady, New York. The mark MAZDA can appear only on lamps which meet the standards of MAZDA Service. It is thus an assurance of quality. This trademark is the property of the General Electric Company.



RESEARCH LABORATORIES OF THE GENERAL ELECTRIC COMPANY



ly given up as impossible. "Several years later a new advertising manager worked out a plan that resulted in securing nearly one hundred active dealers in the local market, and has resulted in nearly \$1,000,000 business a year from this territory, which had up to this time produced practically nothing.

"The plan was simple but effective. A series of letters was mailed to selected dealers in the Chicago territory, advising that a new plan of distribution had been worked out and that one dealer in each neighborhood would be selected as the local agent of the manufacturer. Postcards were enclosed with these letters, which were followed up by salesmen, and a definite selling plan was laid before the dealer, including co-operative letters, window dis-plays, catalogues, folders, booklets, etc.

"The keynote of the success of the campaign was the fact that the dealer was not solicited for business, but was shown where the agency would be successful, and was assured of intelligent co-

operation.

"A manufacturer of a rather high-priced household specialty device endeavored for a great many years to market his product through the dealers, without suc-

"The dealer was afraid to start this manufacturer's line, because of a fear that he would be unable to sell the high-priced ma-

chine.

"Our organization finally worked out a plan by which the salesmen of the manufacturer went to the dealer and sold a selling plan rather than the ma-

chine itself.

"Instead of talking this comproduct the salesman played up the wonderful co-operation-the sales helps, the catalogues, the booklets, windowtrims, newspaper ads, etc., in this way overcoming the dealer's objection to stocking the line.

"In the restricted territory in which the plan was first tried out, comprising three States, the business was increased 600 per cent in ninety days. By following this plan the manufacturer has been able to do away with the old extremely costly plan of selling his machines direct to the customer and has built up a dealer business which keeps his entire organization running to full capacity.

PROMISED CIRCULARIZATION WINS DEALER SUPPORT

"The manufacturer of a floor oil and a furniture polish was unable, through lack of capital, to build up a consumer demand through the use of display advertising in the national magazines and big city dailies.

"His product was of exceptional quality and yet the dealers would not stock his goods, because of the lack of consumer demand.

"A series of letters prepared and mailed to the dealer, asking him which type of co-operation he would prefer-national advertising which would be spread all over the country, or local adver-tising that would bring people directly to his store.

"A satisfactory percentage of the dealers replied and these replies were followed up by salesmen who placed a trial order with the dealer, with the understanding that the company would circularize the dealer's list of prospects.

"In this way a distribution was gradually built up, beginning with two States and finally extending to the surrounding territory.

"The beauty of this proposition is the fact that the manufacturer did not spend a cent for advertising until after the dealer had stocked his goods. He did not speculate. He did not have to put thousands of dollars into adver-

tising.

"The State of Illinois, for example, was opened up and a very satisfactory dealer distribution secured for less than \$1,000. Moreover, the dealers who stocked the line were satisfied-the literature that was sent out over their name interested people into brought their store, and the immediate effect was far greater than would have been secured in so short a time with display advertising."

#### Writing Special Copy for Big Buyers

Some Discoveries Made by the Texas Company, of New York

By Harry Tipper

Manager of Automobile, New York, and formerly Advertising Manager of the Texas Co. (Oil Products), New York

I T is possible that the advertiser has not yet grasped the actual conditions which have so much to do with the maximum efficiency in connection with advertising in the specialized media. An illustration of this comes to my mind in connection with the work I was doing at the Texas Company.

For a long time after we began to advertise in the technical papers we were placing the same copy in all the papers and each piece of copy attempted to cover the whole range of oil products which might be used by the par-ticular field in question. The results of this work were not very satisfactory and nothing startling was accomplished therewith. A careful investigation of the matter convinced me that this was not the fault of the media but was primarily the fault of our method of using them. We, there-fore, examined the various fields again very thoroughly, picked out the product which seemed to meet the most severe and troublesome conditions, decided to advertise that particular product as a head-Then we further decided to write out copy for each field. In order to do this thoroughly we sent the head of the copy department with the engineers and salesmen into the different plants with instructions to get into overalls, to work and familiarize himself with the conditions, the operation and the special terms used in those fields. Thus, when we decided to advertise in the Iron Age, The Iron Trade Review, etc., our copy men spent several weeks visiting the steel mills. When we decided to advertise in the auto-mobile papers a series of tests were run on various motors procured for the purpose, and a representative of the advertising department was present at these tests. The results of this specialized work were immediately apparent, not only in the increased number of inquiries and sales, but in the character of those inquiries. The reports from the sales man-ager in charge of that particular work distinctly stated:

First-That the inquiries came from people with whom we had been endeavoring to do business

for a long time without success. Second—That practically 100 per cent of these inquiries were turned into orders.

Third-That the results of this particular product enabled us to introduce other products.

Fourth-That the entry into a particular portion of an industry led frequently to the extension of that work through other branches. I recall one inquiry from a small specialized plant resulting in a sample order which finally led us into eighteen large industries and twenty-five subsidiary branches aggregating a very substantial business.

BUSINESS PAPER ADVERTISING POLICIES

To put the matter briefly, the business paper should be used, it seems to me, according to the following general policies:

First-Business papers should be used regularly so that the stability and character of the organization will be emphasized by the habits of its own advertising.

Second-The advertising should contain information in respect to the product which is of value to the audience.

Third-This information should be applied to the particular field represented by the publication and (Continued on page 129)

Portion of address, June 4, before St. Louis Convention, A. A. C. of W.

### The Magic of the Mails

H E has a modest office in an old building. Few people know him by name. Locally he is a nonentity. No one ever points him out as a conspicuous success in business.

But he does a volume of business which tops that of many a ten-officesuite concern, and his net profits reach six figures by the end of the year. Few men do as well.

He knows the secret of the magic of the mails.

He is wise to the great principle that makes the mail-order business what it is today. Call it merchandising sense, plus advertising sense, plus common sense.

Advertising sense taught him the secret.

Mass advertising aims at the crowd. It hits here and there, but most of it goes to waste.

Selective work aims at the individual. Every shot counts. It gives the leverage of personal contact. It gets the prospect's attention because it does not have to compete with scores of other messages when it reaches him; it goes alone. It is a twin-brother to timeliness, always able to seize the opportune moment. It demands and gets quick action. It offers an accurate check upon returns.

Of all the forms of direct-mail advertising the personally written, form-typewritten letter is most productive.

The Multigraph produces typewritten letters—not imitations. The only distinction between its work and a typewriter's is that the Multigraph produces a page at a time and the typewriter a single character at a time. And the Multigraph-typewritten letter costs about a tenth as much.

The magic of the mails is a force that you can command. For practical information about profitable methods send in the coupon.



The Multigraph Junior—A completely equipped hand-operated machine for producing typewritten letters in quantities, \$175. Easy payments.

	MULTIGRAPH
á	Produces real printing and form-typewriting, rapidly, economically, privately in your own establishment

"You Can't Buy a Multigraph
Unless You Need It."

The	MULT	IGRAPH
1820	E. 40t	h Stree
Cleve	land, 0	hie

What you say about the magic of the mails sounds promising. Tell me more.

#### Name Official Position

Official Position
Firm
Street Address
Town State

Woven into the of the Co
The South's Great

1 Woof

Warp and .
On Bell

VIIII (Page) 

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We are distributors of

## High Grade Book Papers

Enamelled Book Papers (Light, Medium and Heavy Weight)

Fine Lithograph Papers Colonial Offset Papers Machine Finish Papers Super Calender Papers

A full and complete line of extremely light weight coated and uncoated paper.

This department of our business is growing rapidly. We are ready at all times to submit samples, dummies, etc. Let us hear from you.

#### Bermingham & Prosser Company

Paper Manufacturers

Chicago, Ill. 10 So. La Salle St. New York City 347 Fifth Avenue Kalamazoo, Mich. 402 E. Kalamazoo Ave. in the terms which are ordinarily used in that field.

Fourth-The space used should be of an amount to tell the story. Fifth—The display used should be only such as will amplify and

illustrate the story which is being

told

A careful study of this matter has indicated that the specialized audience of a business paper merits much more careful investigation of the space to be used and the character of the copy than is usually considered. I have seen business concerns go to the ex-pense of several hundred dollars to provide an exhibit of their goods for an audience of five hundred to one thousand engineers, when the same firms have considered \$15 or \$20 a sufficient amount to pay for a piece of copy which was expected to reach ten or twenty times that number. As a matter of fact, the efficiency of advertising devoting itself to a specialized field is almost in proportion to the way in which the space and the display are applied to the conditions and problems of the business which is to be reached and the character of the editorial contents of the journal Any advertiser whose itself. product is sold through distributors or direct to technically in-formed users would do well to investigate much more carefully and closely the editorial character of publications which may be of value to him than is commonly To get a true estimate the case. of the significance of editorial contents of such a publication requires a rather detailed knowledge of the field in which the publication is working and a careful consideration of its problems. So many times the value of a business publication of a trade or technical character is estimated from the circulation statement and a cursory glance at the general make-up of the publication. These are valuable indications, of course, and may be all that is required to estimate the comparative value of two or more publications in the same field, but they do not comprise sufficient information to

enable the advertiser to use pa pers correctly serto gain the great est advantage from their use. Business papers have made the same intensified development the specialist whom they reach, and maximum efficiency can only be secured when the advertising is equally intensified for the particular field.

BUSINESS AU

#### Urges "Wake-Up" Campaign by Government

The Chamber of Commerce of the United States is back of a plan for the creation of a branch of the Government to show the country in advertising the magnitude of the war situation confront-

Inig it.

Seven urgent matters are mentioned which, it holds, must be made clear to the American people to arouse them to a sense of their responsibilities. These

That the banks cannot take care of the bonds—the bonds must be bought by individuals; that conscription does not carry with it anything of disgrace; that labor must be readjusted on a large scale; that food administration will necscale; that food administration will nec-essarily be repressive, but in the interest of all; that there is a false and a proper national economy—business in war time is not "as usual"; that the intelligent co-operation of women in both direct and indirect branches of war effort is absolutely essential; that there should be a centralized control for the sys-tematic support of the families of those who go to war. who go to war.
"There are life and death reasons why

the United States should speed prepara-

the United States should speed preparations for the great conflict," says the chamber. "There are possible and even probable contingencies which might cause the United States to bear the brunt of the fight on her own shores." The chamber enumerates these as follows: If Russia should collapse; if the British fleet should be overcome; if the food situation should bring our Allies to their knees. If great reversals should be met on the western front; if the submarine menage cannot be checked.

#### Publishers' Representatives' New Western Manager

E. E. Griffith has been appointed Western manager for O'Mara & Orms-bee, Inc., publishers' representatives, bee, Inc., publishers' representatives, with headquarters in Chicago. For five years he has been associate advertising manager of the Chicago Daily News.

#### Appointment by Blaw Steel Construction Company

G. E. Land has been appointed advertising manager of the Blaw Steel Construction Company, Pittsburgh. He was formerly in the advertising department of the National Tube Company.

#### Getting the Utmost in Results from a Medium

The Measure of an Advertiser's Success Will Be in Proportion to His Ability to Mould a Medium to His Own Particular Proposition

#### By Ivan B. Nordhem

President, Ivan B. Nordhem Co., New York.

A DVERTISING is a service not a thing with body and density and dimension. It is a force-an intangible and elastic power which is capable of the most varying kinds of uses and results.

By reason of its complexity and variability the man who sells advertising must know a great deal about the force he directs and employs. He must know everything about the particular form of advertising he sells-its possibilities-its range-and the manner in which it should be used in any given instance to produce the maximum results.

To sell his medium properly it is incumbent upon him to show the advertiser how to employ it after he has purchased it. And it is equally important that in recommending the use of such a medium the man who sells it should do so only after he has assured himself that the advertiser can use it to its fullest pos-

sibilities in the development of his particular business.

As sellers of any form of idvertising we must bear in mind that the advertiser is primarily a manufacturer. It is his business to make things and it is our business to help him to sell what

he makes.

The manufacturer is a specialist in production. He uses the various forms of advertising as a part of his general sales plan.

In a broad way, he knows the powers of advertising when properly employed, but since advertising is a very complex instrument which he is obliged to use outside of his own factory and

through the agency of men, the full time of whom he does not control, it is impossible for him to know as much about the details of the various advertising mediums he employs as the men who make advertising their business and profession.

If the advertiser avails himself of the service of men who are specialists in the use of mediums -if he employs the kind of organization that is equipped to investigate the particular needs of his business and to apply thereto an advertising medium in the manner best fitted to meet the requirements of his individual business-and if, provided always that such an organization, in addition to its equipment for rendering such service, is actuated by the unwavering purpose to keep the advertiser's need above all considerations of profit to itself as the seller of advertising, then, and then only, is that advertiser prop-erly sold, in the sense that only through such selling can he possibly reap the maximum results from his advertising expenditures. and thereby effect a lower cost of

ADVERTISING AS MEANS TO REDUCE DISTRIBUTION COSTS

distribution for his product.

We all realize that the big problem before the manufacturer today is not the reduction of manufacturing costs, but the reduction of selling and distribution expense.

Most manufactured goods are still sold and delivered through the jobber and the retail dealer to the ultimate consumer, and aside from the small percentage of selling that is effected direct by mail, commerce has yet to find a better way of distributing commodities of general use than that which

Portion of address before the Poster Advertising Departmental Session, at the St. Louis Convention, A. A. C.

#### ERWIN & WASEY COMPANY

## Advertising

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obnuion exare ide ellide ellties ich 58 EAST WASHINGTON STREET · CHICAGO

One of our clients says that he knows many agencies that promise more. But he declares emphatically that he knows none that delivers more.

A GREAT many inquiries have been addressed to me, which substantially ask why I have chosen to move into the Technical Automobile Publishing field. Perhaps this will answer the question:

- 1. The paper which is an authority in its industrial field is of more value to business than any other publication.
- 2. The audience reached by such a paper is the best informed and consequently the most influential audience in the field.
- 3. The automotive industry, dealing with the new problems of automobile, aeroplane, truck and motor boat is just in the infancy of its industrial organization, and must, therefore, undergo many developments—possible only with the right kind of authoritative, industrial organ.
- 4. The Automobile is distinguished from all other publications in the industrial field of the explosive motor by its unquestioned industrial value and the forward-looking character of its editorial contents.

THE AUTOMOBILE

Manager

#### THE AUTOMOBILE

239 W. 39th Street

New York City

has been in force since the day that modern methods of transportation made wide distribution possible.

It has, however, at its command one instrument which, when properly used, operates indirectly as the strongest and surest means of reducing distribution costs.

reducing distribution costs.

That force is, as you know, advertising—the power through which the manufacturer's goods may be favorably made known to the greatest number of people who may possess a need for them.

We know that, given the right conditions, poster advertising is one of the most efficient instruments for the promotion of sales that the advertiser has at his command, but that to make it produce its maximum he must know how to use it, where to use it and when to use it in connection with his own special business.

First, he must consider the general class of product manufactured by the advertiser, with the idea of ascertaining whether or not such products as a whole are the kind that can logically be advertised on the poster boards.

If he is satisfied that posters can be used for the advertisement of the particular class of products under consideration, his next step is to familiarize himself as thoroughly as possible with the general trade conditions, past and present, of the whole industry represented by the product to be advertised.

From his investigation of the past development of the industry, his study of trade conditions and his knowledge of the advertising and sales methods responsible for the present growth, he should be able to point out the indications for future development in the same line and show how posters can particularly aid therein.

The next step is to gauge the relative position of his client in connection with the whole industry—what his competition is—what mediums his competitors are using—how his product matches up with competing lines—what share of the total business in this particular line he does, etc., etc.

These are just a few of the many points which the seller of poster advertising should know about the advertiser's general line of business before he is in position to advise him intelligently and

honestly.

Having grounded himself with the foregoing information, he is then ready to take up the vital problems to be met and overcome by his client's advertising. He is then in position to ask what are the real things that the advertiser's publicity must accomplish for him, and only after he has satisfied himself in detail as to the individual sales and advertising requirements of the manufacturer in his own line will he be ready to answer the question whether or not poster advertising can be used to advantage by him.

If the indications are affirmative, the next question is, Exactly how should the advertiser use poster advertising so that it may fit into and supplement his general sales and advertising plans in the manner calculated to make the medium develop the maximum

sales return?

All this means that the seller of poster advertising must go into his client's problems not merely as advertising problems, but as general trade and marketing

questions as well.

If his advice is to be productive of the best results he must know his client's business thoroughly—he must know his markets—he must know all the difficulties to be overcome. He must know, in short, all those details of that particular advertiser's business which will enable him to use poster advertising exactly as it should be used to meet the special conditions of his business.

This is the proper way to sell poster advertising, and it is the only way in which the medium can be sold to assure the advertiser the maximum return for his investment and to enable him to give the consumer the greatest amount of value in his product for the least amount of money, through the double reduction of manufacturing and distribution costs.

## How Manufacturers May Combine for Foreign Sales

A Summary of Trade Possibilities Under the Webb Bill, Likely to Become Law

#### By Benjamin La Bree

Manager Advertising and Sales Promotion, Parsons Trading Co., N. Y.

HE American manufacturer or producer, anxious to extend his market abroad, is face to face with the most serious obstacle at the start—he must go out into the world to compete for business with the industries of other nations which have had literally hundreds of years advantage, which are amply equipped with knowledge and understanding, and which are thoroughly organized physically, corporately, sentiment-ally and financially to meet all the varying and various conditions to be encountered. Against such organized competition, he is practically powerless even if he had at his disposal the very best of transportation, banking and credit facilities-advantages which cannot be established or maintained until the marketing problem has been solved.

As this competitive situation, then, was the serious obstacle in the way of greater national export development, the Federal Trade Commission was instructed by the Congress first to investigate these foreign conditions and then to make such recommendations as might, if put into effect, assist American exporters to meet them. After exhaustive study and research, the Commission reported that the only remedy seemed to be the organization of trade and industrial export combinations on the part of American firms similar to those with which they must compete abroad and recommended the enactment of legislation "to remove all doubt as to the law and to establish clearly the legality of such co-operation.

Be that as it may, the so-called Webb Bill was introduced into the last Congress definitely legalizing combinations for export trade and defining the extent to which they might be applied. The Administration and virtually all Congressional leaders approved of the measure and only the short session of Congress prevented it from coming up for passage. It has been re-introduced into this present Congress by Mr. Webb in the House (H. R. 2316) and by Senator Pomerene in the Senate (S. 634) and it is expected to come up when the present war measures are disposed of.

MANUFACTURERS WHO WOULD BEN-EFIT

Now as to the classes of trade that would form these combina-Roughly speaking, twothirds of our present exports constitute food and raw materialsproducts which do not require much co-operative effort to sell in the sense that we have under discussion now. The other third constitutes manufactured articles which in turn are divided into staple products and specialties. latter, especially of the trade-marked variety, are a class of goods which do not lend themselves very readily to co-operative selling effort, their demand being created largely by advertising and individual merchandizing activity, though very successful combinations abroad have been established in non-competing but kindred lines of such specialties as soaps, toilet articles, brushes, razors, etc. Sta-ples, however, form the great bulk of manufactured articles that are now, and might be, exported, and for them development is difficult and competition severe under existing conditions. The Federal Trade Commission found that the demand for co-operation came largely from manufacturers of staple goods.

Portion of address at St. Louis Convention, A. A. C. of W., June 6.

### TALKING vs. DOING

In a general way all farm papers are working for better country life.

## Farm.Stock-Pome

MINNEAPOLIS, MINNESOTA

acting in line with its policy of building a better Northwest, and feeling that good work was being done, determined to find where and what it was.

It offered prizes aggregating

#### \$600.00

to the organizations that could show the best plan for rural betterment that had really worked. The prizes have now been awarded. The judges were: Cyrus Northrop, ex-president of the University of Minnesota; T. A. Hoverstad, agricultural commissioner of the Soo Railroad, and Mrs. J. H. Shepperd, of the Agricultural College of North Dakota.

- FIRST PRIZE—The Progressive Farmers' Club, of Plentywood, Montana, to A. W. March, of Plentywood, Montana, \$300.00. This prize carries with it to the club described a beautifully engraved sweepstakes cup.
- SECOND PRIZE—The Community Club, Frederic, Wisconsin, to Mrs. Henry Bagan, Frederic, Wisconsin, \$150.00.
- THIRD PRIZE—The Ladies' Auxiliary Society of the Fairview Farmers' Club, to Mrs. Julia Walt Covey, Hudsonville, Michigan, 875 60.
- FOURTH PRIZE—The County Improvement Association, Winfield, to Mrs. A. M. Kepper, Winfield, Iowa, \$50.00.
- FIFTH PRIZE—A Successful Farmers' Co-operative Creamery, Milaca, to R. Hamer, Milaca, Minnesota, \$25.00.

In addition to the above, F. S. & H. is retaining for publication five other excellent stories of Country Life Betterment. For each of these a check is being sent to the writer. The work of a congregation is described by Rev. Kr. Anderson, of Askov, Minnesota. A town-and-country community club is explained by Joseph Nunn, Frankfort, N. Y. Arthur F. Anderson, of Hutchinson, Minnesota, describes the work of their Equity Local Union. D. P. Holden, of Estherville, Iowa, describes the doings of a live farmers' club and S. P. Anderson, of Rollag, Minnesota, tells how a pioneer farmers' organization made conditions better for the entire community.

The first of these ten articles will be published in an early issue of F. S. & H. Taken together they constitute the greatest series of practical stories of how to better the conditions of country life that has ever appeared in an American farm journal.

#### Foremost Farm Paper of the Northwest



L'epresentatives:

J. C. BILLINGSLEA, 1119 Advertising Bldg., Chicago, Ill.

A. H. BILLINGSLMA. No. 1 Madison Avenue, New York, N. Y.

A. D. McKinner, Third Nat'l Bank Bldg., St. Louis, Mo.

## "Decorate The Cow Barns With The Red, White and Blue"

-Editorial from June 1st issue Kimball's Dairy Farmer.

Never had the cow a greater work to do than today.

Never did she have the recognition of the value of her product as today. In the trenches no food so cheering, none so valuable as condensed milk to strengthen and stimulate tired bodies. At home no food so dependable—for baby, for grown up, for sick or well, as milk. Its products, Butter, Cheese, Ice Cream, are indispensable to American well-being. The prices you willingly pay are the evidence that the Dairy Cow will do her part in the war.

The Dairy Cow confers a boon on humanity and! brings sure prosperity to her owner.

### Kimball's Dairy Farmer

is the welcome, trusted advisor of over 150,000 Dairy Cow owners. Solid, substantial producers in a time when production is essential. Accustomed to big production and able to collect their price for it. Ordinary farmers hopefully await the harvest in the fall, but—

The Dairy Farmer's harvest is NOW.

Use Kimball's Dairy Farmer and talk to him.

#### To Eastern Advertisers

The large growth of our Eastern business, the importance and weight of it, have made it necessary to establish an Eastern office fully adequate to the great demands of the territory.

May let we opened in Columbus, Ohio, Eastern publication offices Our President, John Andrews, has moved to Columbus to take full charge of this office and of the work in Eastern territory. You are most cordially invited to avail yourself of the opportunities for immediate service which this affords. And when you come to the great National Dairy Show in Columbus this Cotober—and come you surely must—make our offices your headquarters.

Use Kimball's Dairy Farmer now. Write office nearest you for any data or information you need.

#### KIMBALL'S DAIRY FARMER

Special Representatives

WATERLOO, IOWA A. E. Haswell CHICAGO J. C. Billingsles 1119 Advertising Bldg. NEW YORK A. H. Billingsles 1 Madison Ave



COLUMBUS, OHIO
John Andrews, Pres.
ST. LOUIS
A. D. McKinney
3d Nat'l Bank Bidg.
MINNEAPOLIS
B. R. Ring
333 Palace Bidg.

So, then, the classes of industries that are most likely to take advantage of export combinations under the Webb Act are manufacturers of competing staple lines and manufacturers of non-compet-

ing but kindred lines.

As the whole co-operative idea may be said to have been developed and carried out in Germany more completely than anywhere else, and as that country has been our most serious competitor in the past with her highly organized cartel system, it is probable that the forms of combination which will best serve our purposes are the ones she has found most practical in operation. These are of many kinds, ranging from a simple association of mutual interest to gigantic "rings." A German example of the latter, according to testimony before the Federal Trade Commission, had a scope all the way from selling a Chinaman a five-cent file to planning, financing and completing the industrial development of an entire province, opening harbors, building railways and telegraph lines, sinking mines, erecting factories, installing light and power plants and even to clothing the people and marketing their products.

#### PLANS THAT MAY BE FOLLOWED

But our ground, no doubt, lies between these two extremes. Since any combinations that are formed must be restricted solely to export business and limited to the activities of selling goods as distinguished from their production or manufacture the forms most likely to be adopted are of three kinds:

First, a combination whose organization is more or less amorphous, that is, an association of manufacturers interested in the same line of business to which each member would contribute a certain yearly sum simply for development work in that particular industry in the foreign fields. Under this form they might conduct publicity campaigns, agree on uniform credit terms and general trade practices or even fix prices, but there would be no central selling agency—each member working up his own sales with the gen

eral assistance he might obtain from the association. The employees, under this plan, would be outside people in no way connected with the individual units of the combine and the administration would be conducted through an executive committee composed of a certain number of members

elected annually.

Such an arrangement as this might prove useful for manufacturers of more or less specialized staples, either competing or non-competing, where the products have just enough identity to warrant an individual selling effort, but where they can be grouped for the purposes of advancing the common interest in general trade development. Trade-marked textiles or the various kinds of building materials or electrical goods, etc., might be cited as possible examples.

Second, a combination organized loosely like the above, but with more material ties-a central selling agency, pooling agreements, penalties for violations, etc. Under this form each member of the group would guarantee a certain minimum proportion of his output for export which might or might not be pooled. It would be sold by the central selling organization of the combine which would direct the members where and how to ship and take a commission on the transaction-such commission going toward paying the expenses of the organization. Such a combine by pooling its output and by fixing prices and terms could put up a good fight with similar organizations abroad, but lacking a corporate identity, its powers would be somewhat limited in scope. It might be applicable to such individual industries whose products are not vet sufficiently specialized to venture alone, but which might develop these possibilities if the foreign markets could be successfully cultivated. Or it might be utilized, at first, for introductory or experimental purposes. In most cases, however, it will probably be found to be merely a makeshift for the most practical of all the plans, namely:

Third, a combination consisting

of an entirely separate stock corporation or limited liability company, all of whose stock would be owned and controlled by its mem-This would constitute a compact unit, with financial responsibility, to take over and control, absolutely, the export selling, publicity, banking, credit and ship-ping of its member companies. The latter would consign or sell their goods direct to this corporation, either at their own price or at a price fixed at intervals by the board of directors, and the corporation, would then dispose of them in the markets that offered the best prices. Under this form members would be obliged under heavy penalties, to furnish their quotas when called for, as the selling corporation would need to know exactly how much material it could depend upon in arranging its campaign to meet foreign competition and other existing conditions.

#### SUGGESTED FORMS OF ORGANIZATION

The nature of the financial organization of the corporation would depend largely on the character of the products to be sold. It may take the form of an out and out stock company in which each member will be allowed to own as much stock as he may wish to subscribe for, leaving perhaps some treasury stock for those concerns which may later be invited to join the combination, or the stock may be apportioned to the productive capacity of each member company or to the amount it may be willing to release for export. Or again, the stock may have only a limited earning power, the balance of profit or loss at the end of a year's operation to be distributed among the stockholders according to shipments made during the previous twelve months. In this latter case it may be found advisable to re-apportion the stock each twelve months in either accordance with any changes that might have occurred in the productive capacities of the various member companies or with the amount of goods they have shipped for export.

A more or less detailed plan out-

lined by Wm. S. Kies, vice-president of the National City Bank, consists of a corporation in which each member will own a definite amount of stock payable in equal instalments over a period of years, with sufficient treasury stock to be retained to provide for others who may wish or who may be invited to join; membership on the board to be arranged so that in the course of time everybody shall receive representation; each member at the beginning of the year to report to the export corporation the amount of its product available for export during the year, with, if possible, the price and conditions of delivery, etc.; the corporation to undertake the disposal of the goods at the best price possible on terms and conditions specified; profit to belong to corporation and upon all sales, members to pay the corporation the same percentage as a commission; if necessary to sell below the price quoted by any member, all members to be notified, the lowest bid getting the order; all profits to be divided; any small member who might not be able to meet the competitive prices of the larger members would not lose his interest in the enterprise for he would receive his share of the profits that would come from commissions paid; could apply to similar or kindred lines, competition being unrestricted as each would have a chance to

Thus it can be seen that the individual needs of any class of industry could be worked out, under the corporate plan, to meet whatever conditions might exist. The foreign sales development of such products as paper, textiles, lumber and most other staple materials would be highly adaptable to it. The actual selling organization, however, under all the plans outlined, will be the most serious problem to be solved. Shall the corporation undertake to develop its own selling force, train its men, send them out, start branch houses and maintain a many-languaged staff at home? Shall it deal direct with local representatives abroad or shall they incorporate into its own body the ready-made, and in

### **CONFIDENCE**

At a time when history's greatest crisis is at hand, all classes of Americans are turning to the SCIENTIFIC AMERICAN for authentic, understandable information, not only on War problems, but on Industrial progress as well. They have come to look upon science as vital to success in all walks of life.

Timely, accurate and interesting articles, on the progress of Science, Invention and Industry, have been the cause of the growth of the SCIENTIFIC AMERICAN to 100,000 copies an issue.

Waffuras

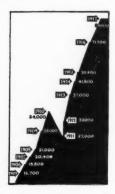
Advertising Manager

MUNN & CO., Inc.

Woolworth Bldg., New York

Peoples Gas Bldg., Chicago

#### Growth



This chart indicates the growing desire for a superior magazine whose editorial strength has made it the most frequently quoted magazine in America.

#### About Advertising

The records of the Publisher's Information Bureau show this gain Agate Lines, Total Jan. to May

1917 68,457 41.042

An increase of 72%—the largest of any magazine of record.

Alert advertisers and wide-awake readers are responsible for the growth of the Atlantic.

#### The Atlantic Monthly MEMBER A. B. C.

Who also publish The House Beautiful

New York Chicago Boston  many cases highly efficient selling organization of the export trading company or the commission The knowledge, experihouse? ence and equipment of some of the latter, particularly of those dealing in special products, could only be duplicated by the element that produced them-time, but in any case, each method will need to be investigated and selected or rejected on its merits and its adaptability to the industries involved.

#### How It Looks To a Man Just From the Front

VICTORIA, B. C., May 21, 1917.

Editor of PRINTERS' INK:
As an advertising man, permit me to emit a loud whoop of approval upon reading—just a moment ago—your editorial: "Avoid Patriotism as Sales Argument," in the issue of April 26th last.
I am a trifle behind in my reading of PRINTERS' INK, having been on a merchandising tour in Belgium and France, helping to effect distribution of the idea that Liberty and Justice are not merely empty words, on behalf of The British Empire Unlimited. I managed the Belgian territory comparatively aged the Belgian territory comparatively well, but I found the going a mite stiff

well, but I found the going a mite stiff in the Somme. Having become what our English brethren call "crocked up a bit," I have been laid on the shelf so far as active service is concerned; so, once more, I am back home with the wife and kid—and good old PRINTERS' INK. And, by the way, if your records should show that I went away in a rush and left some of my old subscription unpaid, just send in the bill along with bill for another year's good reading. I've borrowed a bunch of back numbers and I'm trying to catch up.

trying to catch up.
All of this anent your editorial. word in season hits the nail right on the head. No advertiser would delibthe head. No advertiser would delib-erately seek to make capital out of his love for the Creator; why should he, then, try to squeeze a few paltry dol-lars out of the next grandest sentiment? Nothing in advertising makes a worse impression upon well-balanced, sensible people than flag-waving for selfish ends. It should be prohibited by federal statute. C. L. ARMSTRONG.

#### Appointment by "Everywoman's World"

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W ve in

Robertson Y. MacLean has been placed in charge of the sales division of the advertising department of Evernmenty Connected with Haraware and Metal, and for two years was advertising manager for the Green Joyce Company, Columbus, Ohio. C. C. Nixon will devote his attention to superintending the editorial work and directing the advertising of Rural Canada for Women.

#### Governor Capper on Second-Class Postage

Governor Capper, of Kansas, publisher of the Topeka Capital, Capper's Weekly, Farmers' Mail and Breeze, Household, and Missouri Valley Farmer, recently addressed to Senator Sherman the following letter, pointing out the destructive character of the proposed increase in second-class postal rates. The letter was brought to the attention of the Senate, and was printed in the Congressional Record:

"State of Kansas, "Topeka, May 26, 1917.

"Hon. LAWRENCE Y. SHERMAN,

"Dear Mr. Sherman: The publishers of the United States are patriotic and are willing to pay their full share of the national war tax. But I beg to the national war tax. But I beg to submit that the increase of second-class postage as now included in the House bill is 80 greatly in excess of what the industry can bear that it will not only fail as a revenue measure, but would completely demoralize a business already in a chaotic condition owing to the abnormal and excessive cost of white paper.

"Taking my own publications as an illustration, I find that the increase of second-class postage under the House measure is about 350 per cent, despite the fact that my printing plant is situated near the geographical center of the country. I paid in second-class postage in 1916 a sum nearly equal to the net profits of my business; so that the proposed tax will absorb 250 per per cent of my net profits. My business last year netted 6½ per cent on the turnover, and there is no possible way of passing on this increased expense; subscriptions are already paid, advertising contracts are already made, and before a readjustment could be effected hundreds of well-established publications would be compelled to suspend publication. I do not exaggerate when I say that the proposed measure means the wiping out of an immense industry.

"If there was ever a time when the Nation needed the help and influence of the agricultural press in speeding up food production, that time is now. To cripple it would be fatal error; the tax proposed by the House would practically annibilate it.

"I am sure publishers, as a class, do not seek to evade taxation. We want to do our share; we are willing to contribute our profits, if need be, to the righteous cause in which the Nation is cngaged, as recommended by the Senate Finance Committee; but in the larger interests of the Nation, in accord with every economic principle, we begyou to allow the industry to live, and, in the language of our President, be made more prolific and more efficient than ever.'

'I therefore respectfully urge careful consideration of this very serious condition.

Respectfully, yours, "ARTHUR CAPPER."

# Greetings to the A.A.C. of W.

We are with you in your efforts to prove to the business world that advertising is not an expense but rather a good business investment.

You will probably see some of our work at St. Louis. We have more to show you whenever you are in New York City.

## ARROW PRESS INC

"Salesmanship in Print"

Catalogs Booklets
House Organs
Direct Advertising Folders
322 West 39th Street
NEW YORK CITY

Telephones: Greeley 329, 330, 331

#### Selective Conscription of Prospects Through Use of Business Papers

The Field in Which They Are Supreme—A Word About the Limits
Beyond Which They Should Not Go

#### By H. E. Cleland

Of the McGraw-Hill Pub. Co., New York

I N a quiet, substantial, and mosttimes unheralded way, the business papers are leaders of progress in their respective industries and in this character they tie to them the progressive men of the industries. Only progressive men are worth while to advertisers. Therefore, the business papers not only aim directly at those industries where the advertisers' products may be sold, but they automatically select the men in each industry whose words carry the weight of buying authority.

But modern business papers—those which, for instance, are members of the Associated Business Press—go even further and put before the advertiser the exact number of each classification of subscribers. So that, in a technical industry, for instance, the advertisers are shown how many firms, executive officers, purchasing agents, superintendents, engineers, etc., are on the paid subscription list and from these the advertiser may estimate the buying power which each publication holds for his product.

In other words, the business papers are helping to put advertising closer to the status of an exact science.

And that, in turn, spells greater

economy in advertising.

I said that the buying power per subscription in a business paper was greater than the buying power per subscription of any other medium because things are bought for business and not private consumption.

To illustrate this, one industry last year bought approximately \$500,000,000 worth of goods, and 90 per cent of this industry is covered by two business papers

having a total paid circulation of 22,000, or an average of material bought per subscriber of about \$20,500.

Since it is a fact that less than 5 per cent of our population has an income of over \$4,000 per year, it may readily be seen that private and business consumption are far, far apart.

I quote from an industry with which I am familiar and not one picked because of its exceptional buying capacity. There are probably many which exceed it.

So the thought is that each dollar invested in business paper advertising buys more potential sales results because each appeals to a greater buying power.

And that, too, is economy in ad-

vertising.

THE POWER OF PERSISTENT ADVER-TISING

Now, all of you advertising men know that the really potent thing in advertising is cumulative effect. You know that even poor and mediocre advertising, persisted in, pays and pays handsomely.

You know, on the other hand, that sporadic advertising, even of the best kind, has only a temporary effect and that that effect is seldom of sufficient force to

pay.

The splurger makes his splash, the ripples die out and the surface becomes calm and serene. He loses because his advertising is too costly to be kept up continuously.

There is no substitute for con-

tinuity in advertising.

It is possible, because of the low rates in business papers, for practically any manufacturer to advertise week in and week out or month in and month out, to hammer away until by sheer force of

Portion of address, June 5, before St. Louis Convention, A. A. C. of W.

Where Is Michigan's Wealth?

Do you know that Michigan Farmers produce approximately three hundred million dollars of wealth each year?

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Two hundred and ten thousand farmers-buyers who have the money to buy-who are interested in your proposition.

Michigan is a state of diversified farming-producing every crop that can be grown in the great central farming statesand many others like sugar beets, celery, beans, chicory, peppermint, etc.

The farms are small-yet last year Michigan Farmers used as many tractors as are used in Texas.

Michigan farm produce is worth more than that of Kansas, Nebraska, or Missouri!

The MICHIGAN AGRICULTUR-IST is our answer to the demand for an independent, aggressive weekly farm journal owned and edited by Michigan men.

It is solely for the purpose of fulfilling the needs of agricultural Michigan. We are not new to Michigan-nor is Michigan new to us.

To reach the representative Michigan country buyer-the man with the money-the man who wants to buy-you use the



## Michigan is

1st -Beans, Rye,

Chicory, Mint. 2nd-Potatoes, Peas,

Apples. 3rd-Sugar Beets.

Buckwheat, Fruits-all kinds.

## MICHIGAN GRICULTURIST

"-for all who farm in Michigan!"

WEEKLY-every Saturday-ONE DOLLAR per year (No clubbing, premiums, bu k or free list) Advertising Rate, 20c per line flat

GEO. M. SLOCUM, Publisher, Rural Publishing Co., Mt. Clemens, Mich.

(Also publishers of THE GLEANER, for America's largest and strongest farmers' organization, the Gleaners. Over 196,000 monthly—Michigan, Ohio, Indiana, Illinois and Jowa circulation. Members Audit Bureau of Circulations.)

# Farmers In Pennsylvania Own

79,080 Cream Separators 33,267 Automobiles 26,825 Silos 2,158 Auto-trucks 595 Tractors

Eight leading crops in Pennsylvania in 1916 were worth \$220,-553,499 or \$47,079,779 more than in 1915. This does not include livestock, dairy, horticultural, or poultry products.

Do not make the mistake of letting the predominance of the East in manufacturing overshadow its agricultural importance. Pennsylvania in 1916 produced 5.23 per cent of the total U. S. wheat crop on only 3.83 per cent of the total acreage, averaging 18.8 bushels per acre against 13.8 bushels per acre for the entire country. On May 1, 1917, the condition of Pennsylvania wheat was 87 against 73.2 for the entire country.

Eastern farmers get higher prices than in any other section of the country.

Pennsylvania is only one of the five states covered by



#### **PHILADELPHIA**

60,000 Concentrated, Localized Farm Circulation in Pennsylvania, Eastern Mew York, New Jersey, Delaware and Eastern Maryland.

One of the Lawrence Farm Weeklies.
Only Eastern Standard Farm Paper.
Member A. B. C.



#### THE LAWRENCE FARM WEEKLIES

Pennsylvania Farmer, Philadelphia	60,000	circulation
The Ohio Farmer, Cleveland	125,000	circulation
The Michigan Farmer, Detroit	80,000	circulation

#### All Members Audit Bureau of Circulations

Concentrated, localized farm circulations. Leaders in their respective fields. May be used separately or in combination.

Wallace C. Richardson, Inc., Eastern Representatives, 381 Fourth Ave., New York City. George W. Herbert, Inc. Western Representatives, 1341-45 Conway Bldg., Chicag persistence he drives his claims home and sells his prospect.

It takes time to sway men the advertiser's way. It takes re-peated effort to get the first return from advertising.

The advertising catacombs are filled too full of the bones of half-

tried efforts.

There are publishers who permit and agents who induce advertisers to adopt "splurge" advertising, and these I charge with the crime of high treason against the cause of effective advertising.

Advertising which cannot reap the benefit of cumulative effect is not as profitable as it ought to be. Therefore, it is not as economical

as it might be.

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Business paper advertising is economical because intensive circulation permits rates low enough to allow practically any manufacturer to advertise continuously.

That advertising is best which comes closest to the best in sales-

manship.

PARALLEL OF SALESMAN AND TRADE-PAPER ADVERTISING

What does the salesman do? Assume that he is selling steam engines; does he makes a houseto-house canvass of say, Chicago? Not on your life. Aside from the utter insanity of that procedure, it takes twelve years and eight months for one man to make a house-to-house canvass of Chicago. He picks out steam power plants or plants in course of design or of building and goes to those and no others.

Does he make his sales talk to the office boys and stenographers in those plants? Not in one thousand years. He goes to the man who buys or recommends.

Does he talk to these men about steam calliopes or about steam engines? You know the answer. Does he endeavor to show the conomy and efficiency of the team engine as a prime mover and does his talk resemble that of an engineer or a chauffeur?

ou know the answer to that, too. Now, why does the salesman o these things? Because the effiient salesman knows how to folw the straight line-the shortest distance between two pointsand because his concern will not pay for the super-expense of roundabout methods.

For precisely the same reason, the wise manufacturer uses the business papers to carry his adver-

tising message.

No wise salesman knowingly overstocks a dealer. No wise manufacturer of machinery ever No wise recommends the use of his machine in order to make a sale if that machine will not fit the consumer's conditions. No upstanding and honest and far-seeing man will make a contract that does not benefit his customer as well as himself.

Advertising men must follow these methods or kill the goose.

Therefore, advertising men will advocate the use of mediums that present the utmost in efficient economy for the advertiser.

Which means that for certain classes of services, machinery, material, equipment and merchan-dise, the business papers will be used to their fullest extent. They must be used up to but not beyond the line of their efficiency.

And the business papers must continue the practice that all of the worth-while of them follow now-they must decline advertising which is not in the business line of the paper. To do other-wise is to destroy the principle of the specialized publication.

For those things which "belong" in a business paper-but for no others-the business paper presents the most economical method

of efficient advertising.

#### Warns Chemical Manufacturers to Prepare for Conscription

"Selective conscription is with us because men are the vital factor in warfare," says The Dorr Company in its advertisement in a chemical journal. "All that the industry can spare should be released."

The argument is then used that Dorr machinery is a factor of conservation. Cases are cited where the installation of two pieces of Dorr apparatus saved the cost of twelve men previously employed, showing that labor can be materially decreased and released for conscription, at the same time helping production up to standard.

# Mail Work That Dovetails Successfully With Other Mediums

Profitable Use of Mailings by the Way Sagless Spring Co., and Other Houses

### By Henry H. Way

Of the Way Sagless Spring Co., Minneapolis

THE first thing to decide is what mail advertising must accomplish so that it may qualify as a factor in lowering the cost of distribution. If it opens a new account without the aid of a salesman everyone will agree that it has earned a right to its place in the sun. If it paves the way for the salesman, helping him sell more goods in a given time and at a given expense, the cost of his services will be proportionately smaller. If it shows the dealer how to sell more of our goodsif it increases his enthusiasm and good will for our product-if it stimulates his clerks-if it contributes any force that quickens the flow of our product to the ultimate consumer, it has lowered our distributing cost. This is surely true, unless it can be proved that equally satisfactory results could be secured by other methods at less expense.

Probably a brief statement of our own experiences with direct advertising will be more helpful than a general treatment of the subject; so I will give you a little

Way Sagless history.

For a good many years we have been engaged in the manufacture of metal beds, springs, mattresses, pillows, etc., supplying a terri-torial market. About seven years ago we concluded that the way to help our dealers meet mail-order competition and at the same time improve our own situation, was to trade-mark our line and make that trade-mark stand for quality rather than price. Shortly before this we had perfected a bed-spring of distinctive qualities and unusual merit. We decided to concentrate most of our advertising on this spring. We established a retail price that provided an attractive profit for the dealer; we offered exclusive agencies in the smaller places; we gave the dealers local advertising co-operation from the outset and started a farm-paper campaign to consumers in the Northwest and a direct mail campaign to dealers.

Among other things we bought a follow-up series from a letter specialist and covered our dealers and prospective dealers in the Northwest with a six months' mailing campaign. The results were extremely gratifying. Nearly every dealer on our books stocked the new spring and commenced featuring it, and many new accounts were opened. The success of this series helped to open our eyes to the possibilities before us and the confidence it gave us was largely responsible for our later successes.

#### HOW DIRECT ADVERTISING HELPED

We used the same series with changes and additions on various lists and gradually increased our distribution until it became necessary to establish branch factories and warehouses in several cities, and in addition to our farm-paper advertising which we continued with good results, we felt justified in starting to use national mediums. We had sold less than 1,000 Way Sagless springs the year before we started to advertise. We increased this to nearly 3,000 the first year of our advertising. We almost reached the 6,000 mark the year following. We sold 22,000 the third year we advertised, 54,000 the fourth year. 70,000 the fifth year, with substantial increases each succeeding year. We started the campaign with a distribution in six or seven states and are now selling in every state in the Union.

Portion of speech before the St. Louis Convention, A. A. C. of W.



## The Selective Draft

determines the best place and the best way for a good man to serve his country—at the front, on the farm or in the factory. In Advertising it selects the best medium to serve your particular business in a particular way. If you would interest every one in the family, draft

The Youth's Companion

## IN APPRECIATION

N arriving at its twenty-first anniversary the EDWARDS & DEUTSCH LITHOGRAPHING COMPANY takes this opportunity to thank its many customers and friends for the continued confidence placed in it. Since the beginning, June 12, 1896, it has faithfully persisted in the policy of producing lithography which bore its own hallmark of honest and conscientious execution.

The Edwards & Deutsch Lithographing Company has always recognized that its own best advertisement is the production of Lithography which best advertises the product or products for which it is designed—and so it has endeavored always to render complete satisfaction to the buyer, realizing that the other side of this reciprocal relationship would necessarily have to be good-will for themselves. This policy has justified itself.

Today the Edwards & Deutsch Lithographing Company has one of the largest lithographic plants in the West, modern in every respect and equipped to turn out the best work at reasonable prices. Its methods are progressive and its entire organization is unsurpassed for loyalty to both employer and customer.

All this would not have been possible without the helping hand and friendly encouragement of the customers of the house. And to all those who have been so generous in their confidence, the Edwards & Deutsch Lithographing Company tenders its thanks and grateful appreciation.

Moreover, it pledges itself to ever-increasing usefulness to its patrons with the passing of the years—for its wagon is hitched to a star, which is far from having reached its zenith.

EDWARDS & DEUTSCH LITHOGRAPHING CO.

Commercial Color

Offset

Poster Lithography

2320-2332 Wabash Ave.

CHICAGO

Jos. Deutsch.

C. V. Hairbanko

Vice President

alDentsch

Sec'y-Treas

Direct-mail advertising is not entirely responsible for this success, but it is inconceivable that this distribution could have been secured with any degree of effi-

ciency without its aid.

In gathering material for this talk, I got out my mail advertising scrap books from 1910 on. I did this to refresh my memory on the various mailing campaigns we have been through and also to get a broad, general conception of the part mail advertising has played in our development. An inspection of these books clearly demonstrated that direct-mail advertising has played a part in practically every successful advertising and sales effort we have ever made.

## HOW MAILINGS HAVE HELPED BUILD THE BUSINESS

I have listed some of the ways we have used mail advertising during the past seven or eight years. I think you will agree with me that all of them have some bearing on lowering distributing cost.

1. Sales follow-up mailings to

prospective dealers.

We have been quite successful in this kind of advertising effort. About 75 per cent of our new accounts opened in 1911 were opened by mail. As our sales organization has developed, the percentage of accounts opened by mail has naturally been reduced, but it is still an important factor. Thirty per cent of our new accounts opened in 1916 were opened without the help of salesmen, and in most cases where the accounts were opened by the salesmen they were assisted by mail campaigns.

2. Mailings to our dealers for the purpose of increasing their

ctivity on our product.

3. Announcements and reproluctions of magazine, farm paper and other advertising mailed to

ealers and prospects.

It has always been our policy keep dealers and prospects well osted as to our various advertising efforts. When we spend our toney in an advertising medium are firmly convinced that it is orth while spending some additional money to let the dealer

know about it. We believe that we double the value of our publicity in this way.

4. Offering opportunities for co-operation during periods of special activity on our part.

Our business is somewhat seasonal and we concentrate most of our national advertising on the two best retail furniture selling seasons, spring and fall. Just in advance of this advertising, we make a strenuous effort to enlist the dealer in an enthusiastic and vigorous local tie-up campaign. We have succeeded at times in securing simultaneous co-opera-tion from as many as 35 per cent of all dealers on our books. They have put in windows, used liberal newspaper space, advertised in movie theaters, put on special demonstrations and concentrated their sales effort on our proposi-This is practically all handled by mail.

5. A follow-up series to new dealers to keep up their interest, furnishing them with new ideas, offering advertising helps, etc.

Whether an account has been opened by mail or by a salesman we have found that everything depends on working with the dealer after the sale has been made. We never let a month go by after the dealer has stocked the goods that we do not drop him a line making some sort of suggestion for displaying the goods and selling more of them.

6. Special co-operative adver-

tising offers.

We favor propositions where the dealer shares the expense. We know that he will look out for his own investments. Among the co-operative campaigns we have offered are posting, steel bulletin boards, road signs, electric window signs, cloth caps, calendars, card thermometers and mailing campaigns to dealers' lists. About 10 per cent of our dealers usually respond to these offers. Most of this business is handled by mail, although the salesmen give their enthusiastic support.

Announcing new products, new designs in beds, couches and

mattresses.

This spring we put a new de-

vice on the market called the Way Hanger. It is a specialty for wood beds and eliminates slats and cleats. We mailed announcements to wood-bed manufacturers and furniture dealers and received enough business from one mailing to tax our capacity. Way Hanger has been adopted by a number of the largest wood-bed manufacturers in addition to many sales direct to the retail trade. If we had depended on salesmen for putting this across it would have taken a year or more to have accomplished the same results and at high cost.

8. Paving the way for salesmen in new territories and introducing new salesmen in old territory.

9. Conducting prize contests among dealers and dealer's clerks.

10. Bulletins and ginger letters

to our salesmen.

11. Letters and literature dealer's salesmen to educate and increase efficiency and promote good will.

12. Letters attempting to revive

dormant agencies.

13. Letters to stimulate the dealer's local newspaper adver-

tising.

14. Direct advertising to induce furniture buyers to visit our space at the semi-annual furniture mar-

kets.

Twice a year buyers for the larger furniture stores flock to the great furniture market at Grand Rapids. It is an excellent opportunity to make the acquaintance of the buyers, show them our line and our advertising exhibit. Our vice-president and several of our star salesmen are always on the job at Grand Rapids in January and July. The problem is to get the buyer to visit our space. Aside from our trade-paper announcements we depend entirely on mail advertising to induce buyers to visit us. Many new accounts are opened every season and thou-sands of dollars in orders are booked. Mail advertising helps a lot to make all this possible.

In connection with this talk I wrote to a number of national advertisers who sell to furniture dealers. Most of them responded

with courteous letters and helpful information. Practically all of them use direct-mail advertising to some extent and agree that it is effective, particularly in supplementing national advertising and assisting the salesmen. It was difficult for most of them to furnish definite statistical data, but I secured a few specific instances and a good many interesting and helpful testimonials.

#### CONGOLEUM CONFIRMS THE WAY EX-PERIENCE

John S. Clement, sales manager of the Congoleum Company, reports some very gratifying returns from mail advertising. He says, "We have an advertisement appearing in the Saturday Evening Post every month. These ads are full page, and about two weeks before the advertisement appears we send copies of the ad to the mailing list of about 15,000. April we sent out a letter enclosing a copy of the ad which would appear in the April 26th issue and offered to give to any of these dealers, free of charge, an electro, and suggested that they run this on Thursday, Friday and Saturday of the week on which the ad appeared. We received more than 40 per cent inquiries from this letter. These dealers are actually co-operating with us in advertising the goods, and naturally the more they advertise our line the more it lowers our selling cost. We cannot estimate in dollars and cents the profit which came to us from this letter.

"I might further state another instance in which we sent out 30,000 copies of the advertisements which appeared in the April issue of the Farm Journal. We received from this about 27 per cent re-These inquiries have all plies. been turned over to the jobbers, and we understand from them that they have gotten wonderful

results."

Edward G. Weir, of the Beckwith Company, "The Round Oak Folks," is enthusiastic about mail advertising and feels certain that it is a vital factor in lowering the distributing cost. He cites one case which he says is typical of

# \$1,000,000,000

Annually
Is Spent by the Subscribers
to the

# MANUFACTURER FINANCIAL RECORD

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the one of It is the weekly reference book of executives and purchasing agents of the big manufacturers of motor cars, motor trucks, automobile accessories, furniture, building material, machinery, paper, brick, cement, steel, pig-iron, castings, forgings, etc.

All Paid-for Circulation — And All in Michigan!
Do You Want a Share of This \$1,000,000,000?

Then sell your product to Michigan's manufacturers thru the columns of the

Michigan Manufacturer and Financial Record 500-503 Free Press Building Detroit, U. S. A.

If you have a Michigan Representative, we will co-operate with him. If you haven't—Michigan Manufacturer and Financial Record will ably and effectively represent you.



### A Selective Circulation Plan

POWER FARMING'S 40,000 readers are "hand-picked." The "one-horse" farmer's subscription isn't solicited—neither is that of the city man with a "back-to-the-land-yearning."

#### Intelligent Readers Intelligently Solicited

The POWER FARMING subscriber is the big progressive farmer who farms 160 acres or more.

His subscription is solicited by an intelligent salesman who finds out, first of all, whether he needs POWER FARMING.

The subscriber pays the full price for his subscription and he pays it in advance.

He is never in arrears—his name is dropped from the list one month after his subscription expires.

POWER FARMING has no bulk, and clubbing with other papers is negligible.

gible.

Perhaps this intelligent circulation plan accounts for the extraordinary percentage of renewals, and for the unusual responsiveness of P O W E R FARMING readers to advertising. As for reader interest—29% read no other farm paper.

Not the Largest Farm Market -but the Richest

#### POWER FARMING, St. Joseph, Michigan.

NEW YORK
Barshill & Heming
23 E. 26th St.
Mad. Sq. 5064
Member A. B. C.

CHICAGO
Jas. A. Buchana
Marquette Bldg.
Randolph 5527



many. By persistent sales effort and promises of special co-operation, they succeeded in placing a carload of Round Oak Moistair Heating Systems with a large furniture store which also happens to be headquarters for the Way Sagless Spring, and an exceptionally outfit. high-grade Mr. showed the dealer how to secure and report the names of live prospects. Then, to quote from the letter, "Upon receipt of this prospect the first of a series of three The first letters went forward. was a personally dictated letter and the remarks on the prospect card gave the writer the cue. The purpose of this letter was to per-suade them to read the book, 'Moistair.' "

In two days they received another letter under first-class postage with certain references which impelled them to read the book. In two days more a third letter with the same purpose in view was sent. All three referred to this store as the exclusive source of supply. A copy of the first letter was always sent to our dealer.

After the prospect had time to receive the three letters and the book, the dealer's salesmen would call upon them and reiterate the statements made both in the letters and in the book, and nine times out of ten where they were a legitimate prospect, he sold them at a satisfactory profit. The price was anywhere from \$50 to \$100 more per system than what competitors asked. The result was that instead of selling one car that year they sold three, the second year six, and for 1917 they have purchased ten cars.

They are kind enough to state that direct advertising has made this increase possible. You can readily figure out for yourself to what extent this has reduced selling cost on the part of the "Round Oak Folks,"

DIRECT ADVERTISING HINGES ON THE NATIONAL CAMPAIGN

F. A. Colborn, sales manager of the Royal Chair Company, con tributes the following:

"Our mailing list consists of 11,000 dealers in every state in the

Union, and each one of these dealers receives from us each month a double letter head illustrating the national ads that will appear that month. On the back of this letterhead we illustrate the Number 1 and Number 2 Special Royal Easy Chairs, on which our advertising is concentrated. This means, of course, that our direct-to-dealer advertising consists chiefly of securing his co-operation in the way of carrying these special chairs in stock and running advertisements in his local paper on or about the dates of issue of our national ads.

"Enclosed with this double letterhead is what we term our eight-chair order blank. On one side of this order blank is illustrated six of our better selling patterns of chairs. On the reverse side of this sheet we again show the Number 1 and Number 2 Special, and give details of our national advertising campaigns for

the year.

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"We have also prepared a book entitled 'Royal Dollars for Royal Dealers,' which illustrates first, all of the ads that appear for the year in national magazines; second, shows our suggestions for copy for local advertising, cuts of which we supply free of charge; third, it illustrates the various dealers' service helps, such as display cards, pennants, folders, lanern slides, electric flasher signs, mahogany department signs, etc., which are given to the dealer without charge.

"At least one-half of the mail orders received by us are sent in on these eight-chair sheets, and in every mail we receive requests for different forms of advertising, which apparently are taken from this 'Royal Dollars for Royal Dealers.' You will observe that all of our efforts in our direct-to-dealer advertising is hinged on our national advertising.

"Personally I am a strong believer in any direct-to-dealer work, providing it is not overdone. It is a simple manner of reaching the entire mailing list at a mininum expense—again it keeps you

in direct touch with the skeptical dealers who have not yet ordered any of your goods, so that when



## Let "Punch" Link up Your Spring and Autumn Advertising

"Out of sight, out of mind," is king among advertising proverbs. To drop British advertising altogether in Summer is to find yourself in Autumn heaving on a broken chain.

You can keep continuity economically — in "PUNCH," because all the best people who read all the best journals also read "PUNCH." Therefore, if you find it necessary to cut down your advertising, use "PUNCH" to keep you in sight and in mind.

My advice in these advertisements is backed by over 40 years' experience. I firmly believe that given such a medium as "PUNCH"—world-wide in its influence with the well-to-do, — concentration up on that medium, continuity in its use, and the employment therein of dominant spaces would abundantly profit every advertiser of high-class goods or service.

ROY V. SOMERVILLE Advertisement Manager, "Punch"

IO Bouverie Street London, E. C. 4 England the salesman calls on him his entrée is effected with less friction, and the least possible good that can arise from this direct-to-dealer advertising is the fact that even though the mailing piece is discarded, the trade-mark has been brought to the dealer's mind.

"It is our experience that the orders received direct from this monthly advertising matter repay us for the expense involved, and in the fall season, which is our best season, substantial profit is made on these circulars alone."

Our own experience and that of other manufacturers in our field would, therefore, indicate that direct-mail advertising does in-deed lower the cost of distribution, and that it would be difficult to do business without its aid.

#### Liberty Loan Must Be Oversubscribed

In an address on the Liberty Loan delivered at the New York Advertising Club on May 31, W. S. Kies, vice-president of the National City Bank, said that there are a lot of people who seem to think that when asked to subscribe for some of the bonds they are being asked to contribute to the war fund.

fund

"You are not asked to contribute a cent," continued Mr. Kies, "but to invest your money in the highest grade securities in the world, securities that are backed by the entire resources of the United States. Various estimated are backed by the entire resources of the United States. Various estimates have been given of the wealth of our country, ranging from two hundred and fitty billion dollars, so that we are perfectly safe in saying that the bond issue of \$2,000,000,000 is secured by at least \$240,000,000,000. The amount of the issue is therefore less than 1 per cent of the security behind it.

"The flotation of this loan is the best possible guaranty of the prosperity of this country. We have one-third of all the gold in the world in our possession. The nation is in the soundest condition it has been in its history. We have been unusually prosperous and have been running at high speed, but we have got to gear up the machinery to still higher speed to meet the demands that will be made upon us.

"This is a war against war, and it is going to prove that autocracy and democracy cannot exist in the world at the same time. Hereafter war will be impossible among civilized nations.

the same time. Hereafter war will be impossible among civilized nations. "The Liberty Loan must be oversubscribed. Germany believes that our people are divided upon the prosecution of the war and that we are not standing solidly behind the President. The oversubscription of the loan will shatter this idea and make us more formidable in her eyes.

"The effect it will have upon the Allies will be tremendous. France is bled white, Great Britain is straining bled white, Great Britain is straining every nerve to win and Russia for the present is virtually out of the war. We cannot tell what will happen in Russia, but we have faith in the few strong men who are at present guiding her destinies. The oversubscription on the loan will give all these nations new courage to fight and put new strength into the blows they are delivering against German militarism.

German militarism.

"Finally, it will contribute more than anything else to the shortening of the war. It is therefore up to us to do our part, not only to subscribe for the bonds ourselves but to induce others al-so to subscribe."

A resolution introduced by O. C. orn, was unanimously adopted request Horn ing the board of governors of the club to assess the members one dollar each to provide money to pay for a Liberty Loan page advertisement in the daily newspapers of the city, signed by the club as an earnest of its desire to help make the loan a great success.

#### The Greatest Menace of the War to Business

How can people carry on "Business as Usual," or rather, "More Business Than Usual," if the life-blood of that Than Usual," if the life-blood of that business is to be curtailed by the transportation companies and the possessors of the raw products? If prosperity—which is a necessary adjunct to the absorption of those billions of war bonds, and the payment of increased taxes is to continue in this country, the transportation companies must take care transportation companies must take care of regular business and twar business in addition; manufacturers of products needed must take care of their customers and war supplies besides; and the Government, while it is urging business men to buy Liberty Bonds, must see to it, at the same time, that business is allowed to course through its usual channels. In the failure to take care of such noils. In the failure to take care of such things lies the greatest menace of the war to our business.—Philo D. Clark, at the St. Louis A. A. C. of W. Convention.

#### Pettit With J. I. Case Plow Works

B. M. Pettit, of the Philadelphia office of the Curtis Publishing Company, has been appointed advertising manager of the J. I. Case Plow Works, of Racine, Wis. He succeeds C. G. Howell, who resigned to enlist in the Officers' Reserve Corp, at Ft. Sheridan dan.

Mr. Pettit was at one time advertising manager of the J. I. Case Threshing Machine Company, of Racine.

#### Milwaukee Club Election

The Advertisers' Club of Milwaukee, has elected the following officers: Frank G. Effinger, president; Norman MacLean, vice-president; Arthur Hahn, secretary and James Allman, treasurer.



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an n, On the payroll of this company there are forty-six people. Just two of them are solicitors.

This may explain why we make so few calls on "prospects." It may also explain why our clients are content to remain with us year after year.

Power, Alexander & Jenkins General Advertising Detroit

## MAKING DRAWINGS THAT WILL SELL YOUR PRODUCT

In a recent issue of The Printing Art an eight page review of my work shows thirty two specimens along this line ... For your future reference this has been reprinted ... You might as well send for it-Its Yours

BY THE WAY, MY NEW ADDRESS-IIG WEST 39 STREET JOHN H. MCCRACKEN

## Tells Advertising Men of First Needs of the Nation

Well-Known Advertiser Makes Strong Patriotic Address

### By George W. Simmons

Vice-President, Simmons Hardware Co., St. Louis, Mo.

WHEN I accepted your invitation to address you upon the subject assigned me, I had in mind suggesting some of the many matters of public interest in which business men as a class have taken but little part or interest during recent years. I refer particularly to legislation which affects business, whether such legislation be municipal, state or national. We have all been so busy looking after our own business that we have permitted unskilled and often incompetent men to decide business policies for the community, regardless that many of our lawmakers have not themselves had any actual business experience, and have not shown ability to earn a good living by their own efforts. Yet we have let them not only tell us how we must run our business, but permitted the adoption of policies which have seriously interfered with the expansion and development of the entire United States.

During the last fortnight, however, the history of the world has been weaving such a vast new horizon about our "land of the free and home of the brave" that I have determined to exercise the 'poetic license" and devote most of my remarks to one particular duty in public affairs which is most forcibly brought home to each one of us to-day. And if by any words of mine anyone here shall have a clearer realization of the part that our great country, and that means every man, woman and child in it, must play in the conflict for the supremacy of liberty over despotism, I shall feel more gratified than by having given you some business thoughts which, perchance, might have been of more than passing interest. We must win the war.

We are engaged in a life-anddeath struggle, upon which de-pends our very existence—though many of our people, particularly those west of the Alleghany Mountains, do not yet realize it. Thus far since August, 1914, we have prospered and have come to feel a sort of interest from the viewpoint of an observer. day we are spared the fate of Belgium, of Poland, Rumania and of Serbia because the protection of the armies and navies of our gallant allies. To-day those allies are nearing exhaustion, and there is just one factor that can win the war for us: that is the United States of America. If we don't win the war, Germany will-God help us if that should come to pass.

To-day thousands of American doctors and nurses, over ten thousand American engineers, and twenty-five thousand volunteer soldiers from America are serving us in the armies of our allies. General Pershing is about to start with his regulars, who will soon be followed by a million of the best flesh and blood of our nation. That is real war, gentlemen, and it is as much your sacred duty and mine to fit ourselves for whatever part we may be able to play as it is for our soldiers to pass through the intensive training which fits them for service in the trenches.

#### FOLLOW THE NATION'S LEADERS

Those of us who stay behind can help win the war, just as those of us do who go to the front. There is just one way. Only one way. We must follow our leaders as surely and as faithfully as do our brothers who respond to the military commands of their officers. We may have our own

Address, June 6, before Associated Retail Advertisers, at St. Louis Convention, A. A. C. of W.

ideas as to what the U.S. A. should do first, and how each thing should be done; how to combat the submarines, and how other such simple problems should be But we must remember that all the people have selected the leaders upon whom fall the responsibilities of plan and method. It is up to us to respond with heart and soul to any call these leaders make upon us, whether we agree with it or not. I am not among those who believed November that Woodrow Wilson was the best man to lead us for the next four years. But the majority thought otherwise, and to-Woodrow Wilson is my President and I am as strong for him and as loyal to him as I could possibly be to my own father. Not only have I implicit confidence in him, but I know he has information which he cannot impart to the people without injury to our cause; and I am quite ready to assume that if you and I had access to the facts as he has that our judgment would lead us to the same conclusions that he has reached. Therefore, I say again that every person who calls himself a patriot must uphold the President in thought, word and action. To do less would brand us the tools of our enemy's boundless intrigue.

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What can I do for my country? I think I am safe in saying that almost every real man and woman in the whole country has said to himself or herself, "What can I do for my country?" We all want to do something, but many of us have not yet found out how. As we daily realize more and more that it will tax the fabulous resources of the richest country in the world to win this war, we are approaching a frame of mind by which we may find many ways to We all believe ourselves patriotic, and would resent any mestion of our loyalty. But most f us have not stopped to think There what that really means. an be no real patriotism without acrifice. We wear our colors and and when the national anthem is layed (at least we have done so or a month or two), and we have been quick to condemn any who spoke disloyally. But that is no more the real measure of patriotism than is the vain boasting of the schoolboy that "we can lick the whole world."

Real patriotism requires that we shall willingly sacrifice, not only our luxuries and our comforts, but our blood as well. Not alone such surplus profits as we can conveniently spare, nor yet our incomes only, but our fortunes and, if need be, our lives. These are not mere phrases, mere idle words, but the call of our beloved leader. the President of the United States to all the people to rally to the nation in its time of need-and that time is NOW. If Germany should win this war the world would not be fit to live in. You can see to it that Germany does not win the war. Will you do it?

#### THE WAR COUNCIL

The President has called to his council table the ablest men in the country, men who have achieved vast success by their brain and ability, their courage and their foresight. He has asked them to direct that part of our activity in which every man, woman and child through the length and breadth of the country can help win the war. The War Council has met continuously for weeks, and has had the guidance and advice of those men of France and England who recently came here to tell us of their own dearly bought experiences that we might avoid the same blunders they made-that we might profit by the evolution which actual warfare has brought about in the theories accepted for years. This War Council, composed of such men as Harry P. Davison, Seward Prosser, Edwin P. Hurley, Cornelius Bliss, Julius Rosenwald and others who have left their business entirely and enlisted at Washington for the duration of the war, and without compensation-this War Council I say has adopted a plan and now calls upon the country to carry it out. These men have built an organization for the efficient execution of the necessary

work, but must rely upon you and me to provide the cash.

WHY ONE HUNDRED MILLION DOL-LARS?

The minimum amount necessary for the work now urgently pressing has been by the War Council put at \$100,000,000. France, after the most gallant fight in the history of the world-France, a nation without hatred for its enemies, without any thought save that of making the world a fit place for its children to live and a readiness to perish if that should fail -France is becoming exhausted. But for our timely entrance into this fight for humanity her mighty sacrifice might have been in vain. Had France been beaten then it would have been only a short time until our own American soil would have suffered the ravages of Belgium and Northern France. We have the word not only of our own ambassador, but also the brazen boastings of leading German newspapers, that Germany expects to come here and collect from us the entire cost of the war.

Soon a half a million American boys, and shortly later another half-million at least will take their places in France beside those other boys of ours who are fighting our battles there to-day. And they are just as much our boys as if they had been born in our own home towns, for by their valor they have kept the enemy from our shores and still stand between us and a slavery to imperialism, which, to us Americans, is inconceivable. We must prepare a place for our boys and do it now!

DISEASE, DESOLATION, DEATH

Northern France, once the world's most beautiful, wooded farms and orchards, is to-day laid waste. No living thing exists. Not a tree, not a shrub, not a building, not a road remains. Instead are the yawning craters of monster shells, the rocks and sand in hopeless wastes. And throughout the entire region is the stiffing stench of the corpses of men and beasts, putrifying where they fell or else uprooted from their shallow burying places by the shells

of the subsequent bombardments. Into that scene of disease, desolation and death we are sending our sons and brothers, that the world may be fit to live in for us, for our children, and for our children's children. Surely we who stay at home in comfort can give of our abundance or even of our want, in order that our own flesh and blood may survive the disease and hardships after almighty God has spared them from death in the

battle lines.

Modern trench warfare has produced, among other things, a vast amount of tuberculosis. Over six hundred thousand who went into the trenches strong and healthy have been sent back from the French lines alone, victims of the white plague, which infests the illventilated dug-outs. When a soldier becomes infected with tuberculosis he must be replaced with a man strong enough to assume his share of trench duty, and the consumptive is left to shift for himself-not that France thinks any the less of him than of the comrade whose leg was shot off, but because France is straining every nerve for one single purpose to win the war. The individual sufferer must give way.

Now do you see your share in this horrible world catastrophe? Do you now see why we should all kneel down each night and thank almighty God that we and our homes have been spared while our allies suffered, and that He may make us strong enough

now to do our share?

#### WHY ARE WE IN THIS WAR?

I wish everyone could have had the privilege I had a week ago in Washington, where I heard told the personal experiences of such men as Mr. Hoover and his assistant, Mr. Gade, just returned from France and Belgium. The description of the deportations from Mons on the 18th of last September were beyond our conception How the best men in the city, 6,200 of them were carried away packed on flat cars. And how a scant three weeks later another chapter of this black page of modern history was enacted when there were





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# Are You Easy to find?

Can people locate your product quickly, after your creative advertising has made them want it? If not, there is still room to

# Lower the Cost of Distribution

Failure to connect demand with the local source of supply is the cause of great waste in advertising. Directory Advertising ("Reference Advertising") shortens the path from buyer to seller by putting information about local supply in a logical place for buyers to look.

**Professor Cherington said at Philadelphia,** "—my experience as a consumer makes me feel positive that an enormous amount of advertising effort has been wasted because directories have not been made to serve the purpose which they might serve."

Directory publishers all over the country will gladly cooperate to make you "easy to find"

Association of American Directory Publishers
87 Third Avenue New York City



# HALFTONES or LINE CUTS?

Whichever you are planning to use in your next booklet or catalog, we make the paper that will give you the most satisfactory results:

TICONDEROGA EGGSHELL BOOK for line plates and straight type matter;

TICONDEROGA SPECIAL MAGAZINE for halftone work, in either black or colors.

Have your engraver prove up your next set of plates on one or the other of these two papers. That is the real test.

We specialize in the manufacture of Eggshell Book and Special Magazine, and are therefore able to make them absolutely uniform in quality.

Samples of both papers will be gladly sent for proving purposes. Write us on your business letter-head.



TICONDEROGA PULP & PAPERCO.

200 Fifth Avenue NEW YORK returned to Mons all that was left of those humans who had been dragged away less than a month before. Corpses of husbands and fathers whose human endurance was not equal to the treatment inflicted because of their courage and patriotism. Broken wrecks of those other human frames in whose wasted bodies the breath of life still flickered, sent back as object lessons of the utter futility of opposition to Prussian will. They told how these 6,200 men from Mons had been put in trenches to dig and even to fight against their own flesh and blood. And how they all invited death before dishonor, twelve of the most respected men of Mons, heads of large businesses, elderly men, were hung by the hands for thirty-two hours before the eyes of their helpless fellows because they all to a man refused to eat and to sign a statement that they had voluntarily accepted work in Germany.

That is what we are fighting for—that is why we are at war! That is why everyone of us wants to feel that our own individual efforts, in whatever channel we may find open to us, are really worth while. We Americans are the best people in the world and our impulses are always in the right direction, if we are but aroused. But there's the crux of the whole matter. As a people we are not

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aroused.

Will you do what you can to see that your neighbor, your customer,

your friend is aroused?

We have been giving freely to all of the many meritorious enterprises for relief, but now we must GIVE WITH BOTH HANDS We must now assume the burdens of suffering humanity. Under our War Council of the American Red Cross all these various relief or-ganizations will be combined. No less able a man than Judge Lov ett, of the Union Pacific Railroad will with Mr. Hoover assist the War Council in disbursing this im We will mense sum of money. first provide huge camps behind the firing lines-homes where ou boys can rest and play during their off days between their turns in the trenches. We can't let them drift into Paris, to return diseased and worn; they must have a wholesome home. Will you help

to provide it?

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One of the most pressing needs to-day is for surgeons to replace those of France and England killed or worn out during the war. America has responded nobly and immediately. Many of our leading doctors have left a lucrative practice built up after years of study and more years of struggle to make a reputation. When they do finally come back, their business is gone, their patients have secured others to look after them and a new start must be made. Meanwhile, the wife and amily must get along as best they can on the all too small amounts put aside for a rainy day. Surely a business man could well afford to give his entire income each year of the war, as long as he is permitted to continue his business, so that after the war is over it can pay him as usual.

Give! And tell others so that

they, too, may GIVE!

#### APPEAL FOR RED CROSS

Now, therefore, is the opportunity for every man, woman and child to do what is worthy of the best traditions of America and humanity. If you had expected to give to this War Council fund during RED CROSS WEEK—June 18th to 25th, as much as a hundred dollars, think it over carefully, and thank God you are able to find a way to pledge a THOUSAND.

Remember, if you don't pay one way you will pay another.

To-day you have your choice.

If you don't choose right, it may be too late!

lave you really stopped to figur it out carefully?

VHAT IS THE ALTERNA-

#### Winslow Now With Hull

in Seymour Winslow has joined the opy staff of W. H. H. Hull & Co., Ne. York. He was formerly with Lo. & Thomas, in Chicago and Los An les, and was at one time in the edurial department of the Chicago

Our National Letter Contest-requiring no other conditions from contestants out the best writers of business letters. The prizes were awarded at St. Louis than a certified record of results—was remarkably successful. It brought INNERS

on letters costing all the way from \$1500 to mail (producing over \$1,500,000 in direct results) to series costing \$19 to mail (producing \$1500 direct results.) Here are the 37 winners of prize cups and individual trophies: 42nd STREET C. R. Roth
William Schmid
J. J. Sherlock
C. H. Struble
E. K. Woodrow
Wm. G. Wright
E. Zinsmeyer NEW YORK WEST Geo. Mason, Jr. Walter Mueller W. R. McEwen H. S. Noel R. Roesch H. B. Foster J. E. Flynn A. B. Hall Geo. H. Harvey, J H. H. Harwood C. L. Diers H. H. Dunkeson B. F. Dysters A. W. Eckberg Louis Victor Eytinge Robert C. Fay Geo. H. Corey Henry E. Chambers L. S. Critchell C. M. Cruger R. E. Cushman Robert B. Davis A. G. Andrews J. P. Baldwin W. F. Biaha M. C. Boyd William Brown L. G. Bruggemann

## One Year's Accomplishments of Associated Business Papers

Through Co-operative Effort Advertisers and Subscribers Are Being Shown Benefits to Be Derived From Advertising in the Business Press

## By Jesse H. Neal

Executive Secretary, The Associated Business Papers, Inc.

A N organization will be successful just in proportion as it possesses broad-gauged members capable of appreciating that their own business is part of a great industry; that their individual welfare is closely bound up in the welfare and progress of the industry as a whole. A curious anomaly in this connection is that the unselfish, public-spirited man usually draws bigger dividends in personal satisfaction, yes, and in dollars and cents, too, than the narrow, self-centered individual who wants it all for himself.

A publisher that is out of sympathy with the aims of the Associated Business Papers, or whose publication is not up to the standard, probably will not seek a place in our ranks. If perchance he should find himself with us, he would be unhappy until he either got in step or left the procession that was marching to a tune he

could not follow.

We are conducting a joint advertising campaign in the publications of our members, to educate subscribers concerning the value of business-paper advertising and at the same time to stimulate a more active interest on the part of advertisers. This advertising campaign will be extended eventually into suitable advertising publications.

We are maintaining a clearinghouse for news of advertising accounts, which is proving of considerable value to our members.

The paper question has had a considerable share of our attention, and we are hopeful of obtaining some measure of relief.

The omnipresent agency problem is being carefully studied, and a solution unquestionably will soon be found that will be of benefit to all parties.

Just now we are in the midst of a fight to prevent the imposition by Congress of special discriminatory and unjust burdens upon business publications. Most of you know the details of the situation up to the present time, and I will not go into it further than to say that preparedness for defense against an invasion of our rights is just as necessary and effective as preparedness against an invasion of our national domain. This was well demonstrated in a similar conflict with Congress on two occasions last winter.

## MUST TEACH FUNCTION OF ADVERTISING

While much of the attempted persecution of legitimate publications through adverse legislation is due to prejudice and other causes, perhaps more unworthy, I believe that more of it is due to ignorance of the economic functions of advertising, and of the tremendously important position of the business press in relation to the welfare of the trades and industries. We are doing what we can to carry the torch of enlightenment into the dark places

There are many others outside of Congress who need to be informed concerning the proper functions of the business press.

Under the head of educational work we are co-operating with acvertising classes in schools and colleges. We are preparing various exhibits; lecturers are being supplied to address convention, advertising clubs and advertising classes.

Our own conventions are being stripped of rhetorical effervescence and mutual admiration

Portion of Address before the Business Press Departmental, St. Louis Convention of the A. A. C. of W., June 5.





BOVE we show an Efficiency Desk as equipped for a cer-tain nationally known advertising manager who is one of our customers. With this desk Mr. B- is freed from much of the detail work which had formerly bothered him considerably.

Each of the lower drawers contains two Each of the lower drawers contains two vertical files—one letter size and one legal cap size. The former is for correspond-ence, reports, circular letters, proofs and matters pending. The latter contains a "job roster" with a separate folder for each job, also his date and clippings file, indexed by subject.

The two upper drawers contain card records (8x5, 6x4, and 5x3 sizes; can all be filed in one drawer, at the finger tips); 8x5 appropriation ledger; 8x5 publicity record showing insertions, costs and re-sults; 8x5 file showing rates, closing dates, etc.; 5x3 employees' record, 6x4 advertising inventory reports, and 5x3 daily follow-up.

The center drawer is exclusively for business tools. Sliding Tray provides compartments for clips, pins, pencils, scissors, rulers, lenses, etc. Front and rear partitions hold scrap books.

This combination Desk and Filing Cabinet costs less than a stack of filing cabinets of equal capacity, and gives utmost efficiency and satisfaction. drawers operate on "frictionless" slides. These desks and systems are made exclusively by "Y & E." Mail us the Rochester, N. Y coupon today forfurther

Without charge or obligation please send information about items checked X

ion.

about items checked X
below:

[] "Fire Wall" S teel,

[] "Five-S" Steel Shelving,

[] Blue Print File, [] Emiciency Desks, [] Everlasting Index Tabs, [] Indicators, [] Safe,

[] Shannen File, [] Card Systems for

### YAWMANAND FRBE M FG. O.

644 St. Paul St., Rochester, N. Y.

Branch Offices: Botton, Springfield, Mass.; New York, Albany, Newark, Philadeiphia, Washington, Pittsburgh, Buffalo, Cleve-land, Chicago, Kansan City, Los An-geles, San Francisco, Oakland, 2,000 Agents and Bealers injunore than 1,200 other cities. In Canada: The Office Specialty Mig. Co., Namo Ldd, Newmarket, Ontario.

(your business or profession)

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# First Choice for Advertisers New England

With its tremendous weekly payroll now increased in volume more than one-half, with its multitude of Stockholders receiving greater dividends from the great enterprises in all portions of the country, with its business men enjoying the greatest business in their history—New England invites the advertisers of the country to show what they have to offer.

Here is per capita wealth the like of which there is not in the world. Not in the hands of the few but so distributed that it is a land "flowing with milk and honey."

The time is NOW for trial campaigns and regular campaigns and the one unfailing medium is New England's

### LOCAL DAILY NEWSPAPERS

NEW BEDFORD, MASS. Standard Daily Circulation 20,949 net paid Population 109,000, with suburbs 120,000

SALEM, MASS., NEWS Daily Circulation 18,732 net paid Population 43,697, with suburbs 150,000

SPRINGFIELD, MASS., UNION Daily Circulation 33,104 Population 100,000, with suburbs 250,000

TAUNTON, MASS.

Daily Circulation 5,721 net paid A. B. C.
Population 38,000, with suburbs 53,000

BRIDGEPORT, CT. POST and TELEGRAM
Population 150,000, with suburbs 220,000

NEW HAVEN, CT., REGISTER Daily Circulation 19,414 Population 150,000, with suburbs 175,000

NEW LONDON, CT., DAY (Evening) Daily Circulation over 9,500—2c copy Population 25,000, with suburbs 60,000

MERIDEN, CT., JOURNAL Daily Circulation 5,386 Population 37,265, with suburbs 50,000 WATERBURY, CT., REPUBLICAN Daily Circulation 9,534 Population 73,144, with suburbs 100,000

AUGUSTA, ME., JOURNAL Daily Circulation 10,068 net paid Population 13,211, with suburbs 75,000

PORTLAND, ME., EXPRESS Daily Circulation 21,247 Population 58,571, with suburbs 75,000

BURLINGTON, VT., FREE PRESS Daily Circulation 10,184 net A. B. C. Population 22,000, with suburbs 40,000

MANCHESTER, N. H.
Daily Circulation 25,000
Population 75,063, with suburbs 150,000

FITCHBURG, MASS., SENTINEL Daily Circulation 5,192 Population 39,656, with suburbs 150,000

LYNN, MASS., ITEM
Daily Circulation 13,227
Population 89,336, with suburbs 100,000

EACH OF THE NEWSPAPERS here named is a power in its home community.

stunts and made to develop useful, practical work of an educa-

tional character.

Statistics are being gathered and compiled. These embrace the salient features of each one of our publications and will be bound in loose-leaf books for easy reference and distributed to advertisers and other large buyers of advertising, who have long felt the need of reliable information and definite standards from which they can appraise the value of business papers.

BUSINESS PAPERS ARE HELPING THE GOVERNMENT

We are co-operating as an organization with many departments of the Government, including the Council of National Defense, Federal Trade Commission, Bureau of Foreign and Domestic Commerce, the Treasury Department and many others, with mutual benefit.

Advertisers and others seeking counsel upon business papers are being encouraged to come and are coming to New York headquarters for advice on many subjects, and this has resulted in the development of a number of new

advertising accounts.

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Our headquarters office has also been privileged actually to supply lists of suitable publications to many advertisers desirous of getting the most for their money out of business-press publicity. A number of advertisers having a logical proposition for the business press generally, but who have been neglecting that branch of advertising, are being educated up to the proper conception of the place the business papers should occupy on their advertising schedules. This is being done through correspondence and in some instances through addresses to special gatherings.

Our publicity, as one of its byproducts, has obtained over two hundred subscriptions for our

n embers.

The editorial department has not been neglected, and much has been done to help papers get the news and to assist them in the general conduct of their work.

## In PORTLAND Maine

One paper dominates the city as it is the only afternoon daily and goes into at least seven out of every eight newspaper-reading homes in Portland and its suburbs. It is the

# Evening Express

Its excellence as a newspaper has won this commanding position. Such a newspaper always yields good returns to the advertisers.

### Largest Maine Circulation!

The Julius Mathews Special Agency
Boston—New York—Chicago

34,000! 37,000! 40,000?

## POST and TELEGRAM

Connecticut's Largest Circulation!

## **Bridgeport**

34,000 gross, guaranteed—what our present rate card is based on.

37,000 gross—what we are printing at the present time.

40,000—the mark we confidently expect to reach before long.

Shrewd Advertisers have found it advantageous to buy on an incoming tide. PROSPERITY is overflowing the banks in BRIDGE-PORT.

The Julius Mathews Special Agency Boston—New York—Chicago

## ow Armour Cashes in on Direct Advertising

Facts About Kinds and Amounts of Material Used

By M. F. Harris

Adv. Mgr., Armour & Co., Chicago, Ill.

A RMOUR & COMPANY per-haps do as much direct advertising as any other advertiser in the world. Not entirely by way of the printed word, but by word of mouth through a sales organization of more than 2,200 sales-

One of the greatest difficulties which confronted Armour & Company for years was to bring our sales organizations to the full and proper understanding and appreciation of advertising, regardless of the medium.

Too many salesmen have regarded and still regard advertising as something mysterious, something being forced upon them, something which was going to be given credit for increased sales to the discredit of their own ability

to sell goods.

I believe there are few concerns that have given as much study to their sales organization, individually and collectively, as have Armour & Company, for we have taken the men who study and believe in advertising and used their arguments and methods in the education of the salesmen who so persistently refuse to see the valuable assistance which advertising

While we have not used the direct mail advertising to any great extent, we have, of course, spent thousands of dollars through this medium to deliver our messages to our salesmen and to the dealer.

Our former policy of advertising was one which to-day many large manufacturers still pursue; one which advocated campaigns of short duration. For instance, on grape juice a three months' campaign or shorter our department believed was a sufficient length of

time in which to establish the words "Armour's Grape Juice" in the minds of the consumers, so that they would remember it for nine or ten months, or until the season came around again to advertise it.

Our present policy, which has been in vogue for three years, is one of continuous advertising; once we select a certain medium we use it twelve months in the year and year after year, provided, of course, the medium offers full value for the money invested.

It might be said of direct-mail advertising that it is the straight line between two points, from manufacturer to consumer, that it is shorter than any other medium, its impressive value of course being determined entirely by the make-up and contents of such circulars.

Armour & Company have used every possible means to interest and educate the salesman, since he is the one who is to profit by it, through selling it to his trade.

#### A BLOTTER TEST

Here is one of several experiences I have had, and the same can of course apply to any test it

may be put to:

A certain publication has been mailing a blotter to me for about four years at regular intervals. For several months I paid no particular attention to the message printed on it, and finally I began to read what was printed on it, until I was brought to the point where I would look forward to its arrival. It gave the circulation of the publication for the current issue, the one preceding, and a comparative of a year ago. Its volume of business carried was shown in the same way, and often printed a comparison with other publications in the same field. To-

Address before the Direct Mail Departmental, June 5, St. Louis Convention A. A. C. of W.

## To Non-Advertising Agents

How many Advertising Agents practise what they preach?

The first rule of any organization of Advertising men should be that its members must advertise.

It is all very well to ask the other man to spend money, but an ounce of example is worth a pound of precept.

I do not believe that this industry will ever amount to anything until its members really take it seriously and advertise. I have had faith in my calling as a means of building my business and as the largest advertiser in the Advertising Business I can assure you that it pays. It is very amusing to hear rival Agents criticize me, in all seriousness, because I advertise. I often wonder what their clients must think. Perhaps that is why so many of them come to me! I do not say these things unkindly, but truly. I m not ashamed of the methods I recommend. Come on, gentlemen, and advertise. Then our industry may get the respect it hould deserve.

> C. F. HIGHAM London, England

om The Advertiser's Weekly, London

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We know a cleancut and forceful sales executive who technically and practically trained in mechanical engineering, and who just now seeks association with a company which will appreciate his enterprise and ability.

We venture the prophecy that with the confidence built upon success man will prove invaluable to any concern in a position to take advantage of his experience and initiative.

RAY D. LILLIBRIDGE INCORPORATED 111 Broadway NEW YORK

day I am very familiar with the points of that publication.

I was speaking to the represen-tative of this publication not long ago and I told him I had become quite impressed with the growth of his publication. How it had taken several months to impress me with what their message was, but that now I could almost tell the day of the week and the hour of the day that the envelope containing those blotters were received.

He smiled and said, "We don't send them every week, but every month." Nevertheless, the accumulative effect was there, for it seemed to me they did come every

week.

Now if Armour & Company were to make up a list containing publications of the character of this one, it would head the list, because it now is pre-eminent in my mind and I would have to take some time to think of others in that particular field to place on the list.

I will always give a stronger endorsement to circular advertising to the merchant and salesman than to the consumer, but that does not mean we do not believe in it, for Armour & Company spend a considerable amount of money every year for booklets, pamphlets, blot-

ters, etc.

The investigations we have made through our own department as well as those made by the re-search department of our adver-tising counsellors, Mallory, Mitchell and Faust, disclose some interesting information on the subject of consumer demand. This investigation covered only the retail grocer and market man, and it was made to determine the percentage of goods ordered over the telephone and purchased over the counter, wherein a certain advertised brand was specified.

The percentage of goods or-dered over the 'phone where the brand was specified was ten, and over the counter twenty-five, which clearly demonstrates the power of suggestions advanced through attractive store signs, window displays, counter stands

and attractive packages.

Granting that thirty per cent of the goods which a merchant sells have been sold as a result of consumer demand, brought about through various media, such as magazines, newspapers, posters, bulletin boards, car cards and booklets or pamphlets direct to the home, we must not lose sight of the biggest part in this investigation, and that is the seventy per cent of the goods which pass out of the merchant's store which is entirely optional with the merchant as to whose manufacturer's goods he shall deliver to the consumer.

There is only one way in which a manufacturer has a fair chance at that seventy per cent, and I say sell the dealer. The question is asked, "How best can we do it?" I say then, the education of the salesman, by way of circular advertising, and once you have him sold he will stay that way and will find many arguments that will crack "hard nuts" or "stickers" which otherwise never would oc-

cur to him.

It costs Armour & Company approximately fifty cents every time an Armour salesman calls on a merchant and does no more than merely touch the catch of his door, to say nothing of selling him no

merchandise.

The salesman may be unsuccessful in reaching the merchant. He may be out. Things about the store didn't suit him this morning, and he was in no humor to see salesmen; he might have customers to attend to, or a dozen other reasons, any one of which causes the salesman a loss of opportunity to give the merchant a selling talk.

CONTINUOUS HAMMERING TELLS

Now then, we have only one other medium which I know of that can reach him, that will wait till he has time, and that is direct mail educational circular advertising (for there is no grocery trade publication of national circulation exceeding 10,000, and we use many trade publications).

Circulars, samples of which I have here, printed in large quantities and delivered direct by mail



Maybe you have a dull season in your business.

That is your fault.

The use of

PRINTED SALESMEN

will make every season your busy season.

Established for more than fifty years. The largest high grade printers in the world.

Che Lakeside Press

R. R. Donnelley & Sons Co. Chicago, U. S. A.

## Real Purchasing Power

Do you want to reach the showworld field whose purchasing power amounts to hundreds of millions of dollars?

## The Billboard

covers this field to the extent of over 40,000 copies weekly, going to operators as well as employees. The field comprises theatres, circuses, carnivals, fairs, parks, vaudeville, motion pictures, drama, music, etc.

## The Billboard

Member A. B. C.

to the dealer, cost approximately six cents each; each one containing illustrations of advertising appearing in other mediums, each containing a good, strong and complete selling argument as to why it is profitable to identify his establishment with our advertising campaign, selling points on our enormous line of products, points that will aid him in general in the conduct of his business, etc.

Perhaps the first few circulars he receives he may discard without opening, but eventually he will get into a circular that will give him a new idea, an argument that will appeal to him and bring him to the same point that the blotter did me. For if he is out of ham, loins, bacon, beans, grape juice, salmon, soap or any other product which we have to sell, "Armour' is the pre-eminent word in his mind when he puts his hand on the 'phone to place his order. Or, if the salesman appreciates the valuable assistance this method will give him, he will not fail to call the circular to the attention of the merchants whom he is successful in reaching, and naturally he is more apt to secure and hold his attention and will meet with less resistance than if the merchant , had not already read something of what the salesman had to talk about.

Manufacturers spend hundreds of thousands of dollars in magazines, newspapers, posters, etc., to appeal to the consumers, but there are too few who fully realize the necessity of appealing to the merchant direct, and keep everlastingly at it.

#### OVAL LABEL MADE FAMILIAR IN PACKAGE INSERTS

We secure mailing lists from progressive merchants, and we are continually sending his customers in his community booklets, recipes for the use of lard, oleomargarine, butter, beef extract, sausage, etc.

This year we are placing 10,000,000 ten-color inserts in our packages, so in purchasing a pail of Veribest lard the housewife receives a colored insert advertising ketchup, pork and beans, Star ham and many other of our 350 food

products, and each circular bears the oval label which we feature in every piece of printed matter appearing with our name on it, for it is this trade-mark which identifies all Armour advertised products in the mind of the consumer, so that this trade-mark will become her buying guide in the purchase of food products for her home.

On a test circular campaign to 10,000 merchants, covering several months, we had many letters from our branch house managers and salesmen informing us of many new accounts secured and many new products added to the stock of merchants already on the books where salesmen had previously been unsuccessful in interesting this trade.

Only last week the printers delivered a booklet which we prepared, entitled "The Business of Being a Housewife," and containing just about everything to be found in the best cook books; further, it contains about every other thing pertaining to the management of the home (except the husband) that a cook book doesn't. Two hundred and fifty thousand of these represent an investment of \$30,000.

For many years we have desired to give the dealer something in the way of a trade aid, and finally settled upon an attractive store calendar, shown in the direct mail exhibit.

It contains twelve pages, representing the twelve months in the year, a ten-color printing. Each month features one or more products of each department participating in the campaign, all displayed according to season, and while one department receives the dominating space for the month, other departments' products are featured in the date part of the sheet; that is, in place of the figure or date number, we mention "Star Ham Day," "Veribest Butter Day," etc. One hundred thousand of these were distributed this year, which represent an expenditure of \$25,000.

In the field division of our department we have a corps of men with fully equipped automobiles, traveling from city to city, distributing circular advertising matter, installing window displays, store signs, etc., and aiding our salesmen through education in the value of advertising, all of which represents the expenditure of thousands of dollars a year. So I am sure it can be said that Armour & Company are firm believers and liberal practitioners of direct mail advertising—and we expect to be bigger in this field from now on.

#### Cast Iron Pipe Is Long Lived

The Cast Iron Pipe Publicity Bureau calls attention, in its advertisements in technical papers, to the fact that northern France is the birthplace of castiron pipe and that there it is still in use—after more than 250 years—supplying cooling draughts to thirsty millions. The copy points out that Amiens, Arras, Cambria, Chalons, Charleville, Douai, Laon, Lille, Reims, Roubaix, St. Quentin, Valenciennes and Verdum—noted for their health, beauty and prosperity, due in large measure to the thorough work of their water supply engineers—will at some future time arise from their ruins. Mention is also made of the fountains of the Parks of Versailles, the handiwork of Louis XIV, piped with cast-iron pipe. The object of the copy is to show the durability of the product.

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#### Features Agents to Secure Better Co-operation

The Hamilton 'Machine Tool Company relies upon over twenty agents, well distributed throughout the country, to handle its line of machine tools, and these agents are strongly featured in the company's technical paper advertising campaign. Although the average concern is content to list its agents' names under their own, the Hamilton company distinguishes its agents by a position of prominence, printing the names inside of a box or using them as some form of striking display. A command, calling the dealers' attention to the list is also used, as for example, "Ask a Hamilton Agent to Fit a Hamilton Machine to Your Exact Needs."

#### New Officers of Young Ad-Men's Club

The Young Ad-Men's Club, New York, has elected the following officers for the coming year: President, Phillip Ritter, Jr., of the M. Volkmann Advertising Agency; vice-president, Frank Hilson, of the H. K. McCann Company; secretary, O. Fred Misselhorn, of the Dexter Folding Company; treasurer, Jack Weingarten, of the M. Weingarten Agency.

F. O. Paton and Jno. L. Wierengo have opened an advertising agency in Detroit, under the firm name of Paton-Wierengo, Inc.

## PARIS is still PARIS

but very few buyers will make a fashion pilgrimage to Europe this Fall. They will rely on the Economist more than ever. Thousands of buyers and merchants are right now awaiting publication of the

## World-Wide Fall Fashion Number of the Dry Goods Economist

which issues on June 16th.

Can you imagine a better vehicle for carrying your message to the wide world of merchandisers than this forthcoming issue of America's greatest business paper?

Circulation will be world wide, but advertising rates will remain the same to advertisers under contract.

Forms close June 13. Reserve your space NOW.

DRY GOODS ECONOMIST
231 West 39th Street New York City

Branches in BOSTON-PHILADELPHIA

## Tax All Manufactures One Per Cent Is A. N. A. Suggestion

More Revenue Would Accrue, and Levy Would Be More Equitable, Some Members Assert at Detroit Convention

ONE per cent tax on all manufactures instead of a higher tax on a special few was an idea advanced at the semiannual meeting last week in Detroit of the Association of National Advertisers as being more equitable and as undoubtedly productive of greater revenue in conjunction with the excess profits tax than the proposed schedules as embraced in sections 504 and 600 of the war bill. The debate that followed this proposition was so hot that, while a majority of those present apparently favored the idea, a number who would not be affected by the proposed schedule objected, and the matter was referred to the committee on resolutions as being a matter on which the boards of directors of the various members should pass. So it will be referred in writing to each company with the view of getting a mail referendum.

This discussion followed a talk by John N. Boyle, counsel of the A. N. A., on Thursday afternoon about "Legislation, Present and Proposed, as Affecting Advertising and Advertising Interests."
Mr. Boyle spoke on constructive and destructive legislation, classing under the first head the formation of the Interstate Commerce Commission and the Federal Trade Commission. Under the second head he included the pending second-class postage amendment, the proposed tax on advertising, etc. Following his address, considerable discussion took place, embracing the rest of the afternoon session. It was suggested by several speakers that the Post Office Department has no comprehensive accounting system, and that the Interstate Commission should Commerce furnish the Department with a uniform system of accounting and records of statistics similar to those the Commission sup-

plies to public service corporations. The debate further brought out suggestions for submitting to Congress through individual Congressmen constructive plans in the matter of levying taxes. At this juncture came up the idea of the one per cent levy on all sales rather than a five per cent tax on certain articles, as automobiles, musical instruments, moving-picture films, perfumes, etc. It was estimated that since 1914 (the last complete figures available) the total manufactures had grown in value from twenty-four, odd, bil-lions of dollars a year to thirty billions. A one per cent general levy, it was argued would raise considerably in excess of \$300,000,-000, whereas the proposed war tax is estimated to produce something in excess of only \$126,000.000, with the burden resting on comparatively few.

It was the largest semi-annual meeting of the A. N. A. in its history, 161 members having registered, and six of the seven expresidents attending, besides the present president, A. C. Reiley, of the Remington Typewriter Com-

Another matter that came up for attention at the morning session of the first day was the elimination of questionable advertising. H. J. Kenner, secretary of the National Vigilance Committee of the A. A. C. of W., gave statistics to show that papers which have cleaned up their columns have been getting more advertising lineage than they had before. was not from the large buyers of space, as department stores, but they are getting more small space copy, both local and foreign, which would seem to indicate, it was pointed out, that their advertising was more credible, and producing better results per inquiry so that the small advertiser could better afford to advertise.

## MORE CAPITAL-

the need of every growing concern!

Whom shall you approach? How will you approach your prospective investors? Have you planned the complete details of the reorganization under the financing?

There is a science in work of this sort, as truly as in advertising, and its employment requires a mind trained by years of experience.

Recently the National City Bank advertised that it had spent \$20,000 for the preliminary plans to get a bond issue ready for investors. This expense for service such as I render, was really counted as an investment.

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For a quarter of a century I have been analyzing facts, laying preliminary plans and building the actual campaigns of where to go, what to say, and how to complete the final organization.

Through my advice clients have been able to raise \$25,-000,000, and if your proposition measures up, I know that I can show you the correct way to obtain the capital you require.

If your proposition is sound in its own right, and you are able, out of your present resources, to engage my services at a reasonable fee, I shall be glad to communicate with you, without obligating you in any way.

## ANDREW D. MELOY

55 Liberty St.

New York

## Showings Made by Newspapers That Give Service

Results of Canvass Among Publishers on Whether It Pays to Have Service Departments for Advertisers

### By William A. Thomson

Director, Bureau of Advertising, American Newspaper Publishers Association, New York.

L AST year, at Philadelphia, members of this Departmental listened to an able analysis of the subject of co-operation made by an able man who had conducted a wide investigation in his usual thoroughgoing, sincere fash-

I refer to G. Edward Buxton, Jr., of the Providence Journal, who is now devoting his splendid energies to his country's service with the same wholehearted enthusiasm that characterizes all his work as we have seen it.

May I be permitted to say that those of us who must do our bit nearer home envy Major Buxton his opportunity, and salute him for his patriotism, for his worth as a business associate, and for his sterling fellowship!

It was my privilege last year also to express a few views on this important subject, as my experience had taught me to regard it in its relationship to the newspaper industry as a whole.

On this programme I have been assigned a reporter's task to bring before you the views of many newspapers and to permit you to conclude from these views whether or not co-operation with, or service for, national advertisers is a paying proposition from a

dollars-and-cents standpoint. These reports, I believe, do bring us to certain conclusions on this interesting subject, and that in itself is valuable.

Newspaper advertising has contributed more actual fact to the oft-times mysterious business of advertising than any other medium, and it is eminently fitting that newspapers should bring to their advertising departments standards of practice based upon

accepted principles. Of course, we are still a long way from that happy position in relation to this subject of advertisers' service, but we are making progress and it is because we are making progress that I shall not offer apologies for any change in my views that seems apparent in what I have to

I am more than ever inclined to apply these two tests to the whole subject of co-operation: Does it pay, and is it consistent with good

Of the membership of the Bureau of Advertising invited to contribute statements on this subject 122 newspapers responded. On May 4th I addressed the following letter to our membership:

I have been asked to speak before the Advertising Clubs' Convention at St. Louis on service departments main-tained by newspapers for national advertisers.

I am exceedingly anxious to get the views of newspapers maintaining such departments so that I can make a comprehensive talk based upon actual facts.

prenensive taik based upon actual lacts. If you are rendering service to national advertisers in the way of obtaining dealer support—the gathering of facts and figures about local market conditions and the like—will you kindly give me a brief statement covering your nation in this direction?

give me a brief statement covering your policy in this direction? Will you also tell me whether or not you believe service work for national advertisers pays? Is it worth while from a dollars-and-cents standpoint? Has it been the means of obtaining new busi ness for you and are you in favor of encouraging and broadening it?

Of the 122 newspapers answer ing, more than half, or sixty-five assert that service for advertiser does pay in dollars and cents.

Two are opposed to the service

idea.

Twenty-eight report that the render service, but they cannot sa or do not see that it pays.

Twenty-seven say they are cooperating, but either prefer not to express or neglect to express and

Portion of address June 4, before St. Louis Convention A. A. C. of W.

opinion as to the profitableness of

the policy.

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co to Forty-four admit they do not maintain actual service departments, although they believe in the idea and support it in various ways.

Fifty volunteer the assertion that their service does not include selling goods for an advertiser.

Eleven assert they object specifically to sending out printed matter for advertisers, while twenty-two complain about the propensity of agencies and advertisers to make foolish requests, calculated to embarrass the newspaper and irritate the dealer, or that agents and advertisers are frequently guilty of bad faith in connection with promised advertising plans.

Eleven take occasion to emphasize their unwillingness to giving free publicity. I trust the large majority would endorse this view if it were asked for specifically.

Sixty-six feature the fact that they are gathering data for ad-

vertisers.

Nine insist they will not cooperate unless they have some definite assurance of the size of a campaign and the advertiser's determination to make good his

promises.

The sixty-five feeling that the policy is a paying one, report with various degrees of enthusiasm, but the most casual observer is impressed by the fact that those who have carried on the work liberally, comprehensively and systematically seem to be the most enthusiastic. It appears truly to be a case of the more they see of it, the more they like it.

Most of them maintain regularly organized service departments and instead of waiting for equests from advertisers they appear to have anticipated these rejuests—particularly in respect to gathering of data about their

vn markets.

I quote the following comments om this class:

Service work for national advertisers es pay, and I can prove it a hundred sys in dollars and cents. It has been e means of obtaining new business r us. We have secured a number of 1,000 and 20,000 line contracts, which uld not have been attracted to our

town of 50,000, were it not for this comprehensive dealer work. It has given us a number of exclusive accounts which would have otherwise been split up with the other papers.

We believe it pays in dollars and cents even though we are imposed upon, which is only incident to every business, now and then. It pays larger returns in moral effect and makes more tangible an intangible commodity, giving the maximum returns for the money spent in this publication.

Within the past year and a half we have rendered service to national advertisers, numbering sixty-seven accounts and affecting a total of 491,393 lines, practically a half million lines of advertising affected directly by efficient and resultful dealer co-operation.

"All our work is based upon confidence of the merchants and helpfulness

"All our work is based upon confidence of the merchants and helpfulness to them in selling all the products they have on their shelves, teaching them how to cash in on the publicity paid for by the manufacturer—the advertiser.

As a preparatory development, we investigate the local market and form a concise, analytical report regarding any one product or class of products which is brought to our attention. We call on retail and wholesale dealers, and sometimes even interview the consumers so as to secure information from every possible angle that might have a bearing upon the advertiser's copy or selling policy. This we regard as advance work and we forward a detailed report to the agency or general advertiser as the case may be.

may be.

We request that the advertiser's sales representatives call on us as soon as they come here. We furnish them with introductory letters to the dealers, proofs of advertising, circular statements and other data. We always impress upon salesmen the fact that dealers are not alone interested in the merchandise but rather in sales of merchandise at a profit. This links up their selling arguments with our own work among the stores. Frequently we personally accompany the salesman on his visits to dealers. In this way we have played an extremely important part in securing distribution for many new products in this territory. Over and above this we frequently

Over and above this we frequently write circular letters to all dealers acquainting them with certain advertising campaigns and enclosing proofs. We ask that they link up their stores to the advertising by displaying the goods so that they may get their share of the profit. We are impressing continually upon the dealers in all classes of merchandise the importance of linking up to advertised goods. As a result we have built up a firm prestige among them and are able to secure their cooperation for advertisers in most every case. From our own experience, as well as from repeated assertions of our representatives, we know that our Co-operative Service Department is an actual producer from the dollar-and-cents standpoint. We do not sell goods or in any way replace the manufacturers' salesmen or perform any service not within the scope of a newspaper.

66 @ \* \* Their sales manager called with me and uscussed the situation with me and asked for a diagnosis of the proposition. As a result of the investigation we discovered that the principal trouble lay in the caliber of the salesman that the people had assigned to this city. This man had made a considerable success of small town sales but seemed to fall short of the mark and discussed the situation but seemed to fall short of the mark when it came to lining up good-sized stores of standing in this community.

At our suggestion the — people sent one of their first class men to town and in one or two days closed up fifteen or twenty of the best stores in town with good-sized orders.

I am thoroughly satisfied that a service and promotion department is of great value to a newspaper. Its legiti-mate activities are the securing and commate activities are the securing and com-pilation of merchandising data for cus-tomers, the listing of various lines of stores such as druggists, grocers, etc. If a large enough campaign is proposed. I believe in sending out letters or cir-culars notifying the retail trade, and thus helping the advertiser. I do not thus helping the advertiser. I do not believe in selling goods or securing window displays. This is the legitimate work of the manufacturer or manufacturer's agent. I do not believe in preparing free copy. This cuts into the legitimate functions of the advertising agent and the expert advertising writer. We have found that the moderate promotion work we have done since the motion work we have done since the inception of our Promotion Department July 1st last has been of great assistance. It has not only shown the manufacturer and national advertiser that utacturer and national advertiser that the publisher is willing to help his campaign the same as would be done by live men in any other line, but it has strengthened our position with the retail trade. It has shown them that the paper is live, and the result has been that it has tended to influence their recommendation of the paper when a manufacturer was canvassing the newspaper situation.

We do not encourage a foreign advertiser to advertise in this field until his goods are well placed. We give him the benefit of our knowledge of how he can secure distribution at the minimum cost. We are always in a position to give the national advertiser an idea of the class and the nationality of the people in all sections, and we can show him almost the exact amount of our cirhim almost the exact amount of our cir-culation in the different sections.

culation in the different sections.
We are going to materially strengthen
our promotion department for the work
we have outlined for 1917.
This department was established in
1912 and so far as I know, was the
fourth service department of any note
to be established by a daily newspaper
in the United States. We started with
a manager who was investigator, statistician, and in fact the whole service department. We now have a department
occupying a three-room suite in our partment. We now have a department occupying a three-room suite in our building with a very capable and efficient manager in charge of five investigators, two editorial men and a sternographer. It costs us about \$11,000 a year to operate this department exclusive of regular over-head. The fact that we are maintaining this department and increasing its scope is ample evidence of our knowledge that it pays to maintain a service department for the benefit of national advertisers.

As to the value of this department in indirectly securing advertising, you may remember that about three years ago we discontinued medical advertising. This was nearly all national, and amounted to in the neighborhood of 400,000 lines a year. Our national advertising before discontinuing the medical was about one million lines annually. Last year, without any medical, we published one million two hundred and sixty odd thousand lines of national advertising, leading the second As to the value of this department tional advertising, leading the second paper by 280,000 lines of clean national advertising, and the third paper by

advertising, and the third paper by 490,000 lines.
"I think that our Service Department, plus the fact that our columns are free from any objectionable or undesirable advertising, has secured indirectly more advertising for us in the past three years than we could possibly have secured by direct solicitation without these two features.

One of the two newspapers opposed to the idea of service writes:

In our opinion, if all newspapers would abolish their service departments, it would be one of the best and finest steps publishers could take for the pur-pose of raising the standard of newspaper publications.

The other, published in a large city, qualifies its opposition as you will see:

The —— does not have a service advertising department. So great a part of the advertising in the —— is placed through agencies that a service department would largely duplicate the work of the advertising agencies. Every well equipped agency should have in its possession facts and figures about local market conditions, especially the markets of the cities and localities in which the advertisers for whom they act desire to increase their business.

In cities of moderate size, where there does not have a service ad

In cities of moderate size, where there are no agencies, or where on account of distance from large cities the agency business is not strong, a service department is undoubtedly of great value to the advertiser and a business-getter for the newspapers. Local market conditions in such cases may well be gathered by a newspaper service department and sent to both agencies and national advertisers for their information.

There are minor chords which increase in volume until the ochestra appears to be out of hamony when one considers the ne t group, each member of which has some specific complaint to off r about the service idea.

I quote these rather fully, not

only for the information of students of the subject, but because brothers in distress may things that will offer a sympathetic note:

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Some times such work develops considerable business for us. rrequently, however, it has the opposite effect. We however, it has the opposite effect. We could cite instances where we have obtained distributors for national advertisers and they have assured the distributors that there would be a certain amount of advertising, and then the advertising has not been torthcoming. This is one of the worst phases of the work. The next time you see those distributors they are inclined to snicker at your nerve in trying to enlist their interest.

We venture to say that our

We venture to say that our advertising man can go out and sell a fifteendollar not advertising man can go out and sell a fifteendollar or twenty-dollar local ad most any day during the time that he would have to give to some of these smaller selling propositions involving forty dollars or fifty dollars worth of space.

Service unquestionably is profitable to the newspaper, but as yet there are many evils attending it that are not far removed from the evils of free publicity. Oftentimes the paper that renders the service is left in the lurch, while the paper that has done nothing, is given the contract. So after all is said and done, it is a question whether a service department will not ultimately prove to be an evil. It seems to us that it is up to the advertisers to show more appreciation of co-operation if they hope to have the same continued. hope to have the same continued.

The impudence of some agencies and advertisers is appalling.
They have asked us to state to them the co-operative methods used by competitive clients. They have asked us to print poisonous reading notices not merely advertising their own products but indirectly condemning those of other advertisers. They ask us to canvass dealers and sell their products, lorgetting that such actions will lower the standard of newspaper employees in their local field. They ask us to mail out to dealers upon our own letter aper insistent and exaggerated circulars urging a special dealers' campaign favor of a certain product to the exclusion of all others, notwithstanding the fact that we may be advertising such competitive products in our newspapers. In a number of instances publicity agents for automobiles and tires level with the such competitive products in our newspapers. In a number of instances publicity which we would give them, hey have followed this up with special letters asking why we have not runtir free advertising. And in two instances we have been punished by these inpudent grafters because we replied addidly that we would not make free tices a condition of any advertising attract or a controlling element in our tices a condition of any advertising ntract or a controlling element in our lations with them.

Do these statements suggest any nclusions?

As I have said before, I think it is obvious they do, and I am rash enough to set forth a few points which appear to me to be established.

In the first place, I think the newspapers show clearly that service for national advertisers is a paying proposition, and I believe this statement is doubly significant if we are willing to establish a further conclusionnamely, that the newspapers that do most of this work are most enthusiastic about it.

In other words, I think it is fair to say that the more complete and the better organized the service is, the better it pays.

Now, as to a conclusion regarding the service to be rendered:

I think it is clearly shown that the gathering of data by news-papers about local conditions offers a common ground upon which the majority unite; and, after all, isn't that the backbone of any service department-to be able to offer to an advertiser facts showing why the campaign in your community ought to be profitable; to be able to tell him something about the kind of peo-ple who live in your city; the rents they pay; the incomes they have; the number of dealers that ought to be handling his product; the kind of men they are; how they feel about selling the kind of goods he makes; how the dealers feel about newspaper-adver-tised goods-a long list of vital matters which you are in a position to learn at first-hand far better than any outsider.

It acts as a means of serving the advertiser, and as a means of attracting new advertisers to a

profitable market.

This sort of analysis of your community appears to me to be the foundation of the structure of every service department.

#### Jordan With Indianapolis Agency

Edward W. Jordan, formerly of the Cramer-Krasselt Company, of Milwau-kee, has resigned to become vice-presi-dent of the Bigelow-Waggoner Company, of Indianapolis. He will take charge of the plan and copy departments.

JOURNAL FOR ADVERTISERS Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-78-9 Murray Hill. President and Secretary, J. I. Romer. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. Hopkins. The ad-dress of the company is the address of the officers.

Chicago Office: 1720 Lytton Building, 14 E. Jackson Blvd., J. C. Aspler, Manager. New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Detroit Office: 709 Free Press Bldg., KIRK TAYLOR, Manager. Telephone Cherry 3262. Office: Candler Bldg., Gro. M. Atlanta Office: KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. McKinney, Manager, Tel. Olive 43. London Office: 16 Regent Street, S.W., G. W. KETTLE, Manager.

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JOHN IRVING ROMER, Editor

New York, June 7, 1917

The Salesman as a Market Investigator

Is it good policy to rely upon force the sales to report on market condi-Some tions?

concerns reply emphatically yes, while others return an unqualified negative. Some base their advertising policies to a considerable extent upon reports received from their own salesmen, while others rely entirely upon outside sources of information. It appears, however, that the success or failure of the policy is largely a question of method. Those concerns which have succeeded with it have generally possessed a clear-cut idea as to the precise information which the sales force is expected to procure, and have worked out a definite system for taking care

Generally speaking, experience seems to show that salesmen can

be relied upon to report matters of fact which are clearly defined in advance, but that a concern needs to go slow in accepting the salesman's judgment in matters of opinion. "If I listened to all the stories my salesmen bring in," says one prominent manufacturer, "I should be in a blue funk most of the time. Every dealer unloads his petty grievance onto the salesman, and the latter is willing enough to pass it on if I will let him. The dealer wants a concession for a window-display, or an extra discount, or he is sore because somebody cut the price, and the salesman's opinion is bound to be colored by it. So reports from salesmen as to the general attitude of the trade are not likely to be reliable, and may be positively misleading. Furthermore, salesman likes to admit that his goods are easy to sell. He wants to magnify the importance of his job, and is sure to represent all the little hardships as prominently as possible whenever he gets a chance."

The same manufacturer goes on to suggest that many concerns allow themselves to be influenced too strongly by such reports from their salesmen, and that their ideas as to conditions would not bear checking against the facts. It is certainly true that those concerns which are most favorably disposed toward the sales force as a source of market information have the most clear-cut specifications as to exactly what informa-tion is wanted. Very seldom do they ask the salesman for an opinion as to a dealer's attitude; instead they ask for the number of brands he carries, what brands are in sight, what signs he displays, the size and appearance of his windows, etc. Those are questions of fact which the salesman can answer without venturing into the realms of opinion, and they are generally arranged so that he can check off the answers without doing any writing to speak of. The work of drawing conclusions from the evidence is properly left to the management, and no sales

man with an axe to grind can upset the calculations by injecting a lot of personal opinion. In short, the value of the sales force as a market investigator seems to depend upon the intelligence with which it is used.

Recruits Co-operative ad-Wanted for a vertising cam-Well-Blazed

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paigns have, as a rule, been built Trail around agricultural products or other natural resources, as readers of PRINTERS' INK will remember. If one such product can be subjected to modern methods of advertising and merchandising, we can see no reason why practically every other cannot use these methods to equal advantage. If California oranges can be marketed throughout the nation at fair prices by branding and advertising them as "Sunkist, why should not table grapes grown in New York state be similarly advertised and sold-in their home market at any rate? Why not advertised, standardized watermelon or strawberries from North Carolina?

Individual firms are already advertising and selling the cod, herring, lobsters, etc., caught off the Massachusetts: coast of should not the fishers themselves increase their profits and remove the speculative element which now exists, by co-operative branding and advertising of their wares? There is a long list of agricultural products grown in the South, the growers of which could well employ the beneficent power of co-operative advertising.

How much the co-operative adertising idea means in those injustries which are already emloying it is well illustrated in a emark made to a representative f PRINTERS' INK by G. Harold 'owell, president of the California ruit Growers' Exchange, which arkets "Sunkist" oranges. ere not for the stimulative effect our co-operative advertising, aid Mr. Powell, "steadying the tarket, keeping prices firm, and icreasing the consumption of ruit, I do not believe the orange industry would be worth going into at all. The investment of capital in an orange ranch nowadays is so heavy, and the expense of bringing a crop to maturity is so great, that without the guaranteed market brought about by our advertising, it would be hard to persuade capital to enter the business. It is true that some fruit is still sold to the specula-tive wholesale buyer, just as all of it was in the old days; but the existence of our co-operative organization makes even the speculative buyer play fair." It is illuminating, in this connection, to note that the "Sunkist" advertising is reported to have increased the consumption of oranges seventyone per cent while the country's population has increased only twenty-one per cent during the same period.

The testimony offered by the orange men could probably be duplicated, more or less, if we were to ask such organizations as the California Associated Raisin Company; the California Walnut Growers' Association: the Northwestern Fruit Exchange, with its "Skookum" apples; the Hood Growers' Association of River, Ore., whose trade character is "Rosie Apple"; the California ripe olive growers; or, in fields with largely similar problems, the Southern Pine Assocation: the Northern Hemlock and Hardwood Manufacturers' Association; the Southern Cypress Manufacturing Association: the Barre Quarriers and Manufacturers' Association, marketing "Barre Granite"; the Asphalt Shingle Manufacturers; the Vermont Slate Manufacturers: the Portland Cement Association; the National Dairy Council, or the Dairymen's Leagueall of whom have told their stories in the pages of this publication.

Without wishing to infringe the copyright of a famous evangelist named after a well-known day of the week, PRINTERS' INK extends to other groups of producers in similar fields a cordial invitation to "hit the sawdust trail" of advertising toward better efficiency of distribution, greater security, and increased profits.

It is perhaps per-New Trade-Marks tinent, under circumstances such Should Be as the present, Advertised to counsel advertisers as to the importance of fulfilling all the obligations which the law imposes with respect to bringing a new trademark to the attention of the pub-War conditions, war taxes and other temporary disturbances may exert influence upon advertising, but that influence should not be allowed to extend to the taking of chances on the acquaintance of the public with any newly adopted mark.

In a number of cases involving this principle, notably in the case of Theodore Rectanus Company versus United Drug Company, the courts have made it clear that there are responsibilities in the form of "extending trade" and "giving notice" which a trademark owner is bound to give heed to if he would exclude all competitors from the domain of his chosen trade-name. The fact that, from the very nature of things, there cannot be hard and fast rules, universally applicable, as to what constitutes bringing a new trade-mark to public notice only

makes it the more desirable that an advertiser shall err on the

safe side in rendering his trade

insignia familiar to the public. The logic of the Federal courts as to the duty of one adopting a trade-mark in bringing it at once to the attention of the public rests on the theory that, in the absence of a widespread knowledge of the existence of the claim to the mark, others will be likely to adopt it and spend their money in its promotion in their own in-A United States Circuit Court of Appeals once ruled that in the matter of proclaiming trade-mark ownership "obligation varies with the circumstances of each case," but, as has been said, this is an advertising detail where overdone is better than underdone.

In the "Rex" case, which attracted considerable attention in advertising circles a couple of years since, it was held to the

detriment of a claimant to original use of the mark that no newspaper or periodical advertising had been employed to exploit the mark, nor had there even been employment of outside solicitors to bring the mark and the product it identified to the attention of the drug trade, which was the line concerned in this particular case. The court held that in the absence of any attempt worthy of the name to bring the mark, during nearly a quarter of a century of use, to the attention of the trade, the original user could not have an injunction restraining a later comer who had adopted the same mark in good faith and in ignorance of the claims of the close-mouthed producer

who was first on the scene. It is realized that in many an instance the obligation to shout from the housetops the news of the adoption of a new trade-mark, if not actually a hardship for an advertiser, is at least not at all in line with his plans. Perhaps, for example, the detail of a trademark is disposed of long in advance of the time set for launching the general advertising campaign or a mark may be registered for all the various members of a "family" of products without any immediate intention of introducing all the members to the general public. Comforting to the manufacturer in such a dilemma are the intimations given by the courts in various instances that where a trade-mark owner is not prepared to make universal proclamation of his new possession it will be regarded as indicative of an intent to conform to the spirit of the law if it can be shown that a reasonable amount of advertising relative to the new mark has been carried in tradepapers reaching the field of commerce where the new mark is to have play.

#### Ford Trucks on the Way

Ford trucks will be in production and will be turned out at the rate of twenty-five a day in July. The truck will be provided with an overhead worm-drive axle, operated with the power plant now employed for the Ford passenger car.—Motor Age.

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## Trade With Europe

will increase many fold after the war. Let America be prepared to reap the harvest by sowing the seed now.

WE are the best equipped advertising firm on the Continent of Europe, as in addition to our office in Paris, we have branches in almost every center.

Our agency is modelled on American lines. We have been handling for years the appropriations of almost every large American company advertising in Europe. They will tell you how we have helped them to success. (Names on request.)

We investigate selling conditions and secure selling agencies with national and international distribution, before commencing the advertising.

A staff of Special Copy Writers and Consultants in every country, with the best Artists, Studios, Printing Departments, etc., enables us to give the kind of service that the most particular American advertisers are accustomed to receive.

The opportunities are here. Let us study your product and your problems in connection with them and report fully.

Correspondence in any known language.

## Société Européenne de Publicité

French Ltd. Co. Capital 5,000,000 Francs.

Operating the amalgamated advertising agencies of John F. Jones-M. & P. Mery-C. O. Communay.

10 Rue de la Victoire,

Paris, France.

Cable address-Sepublicit-Paris.

Representatives in the U. S., Collin Armstrong, Inc., 1463 Broadway, New York.

Representatives in Canada, Smith, Denne & Moore, Ltd., Lumsden Bldg., Toronto.

## ENUS O PENCI



FOR writing copy you'll be delighted with VENUS 6B, softest.

For general memos, etc., you'll prefer HB medium. Your stenographers and your secretary will choose 2B for shorthand work.

There's a VENUS Pencil for everybody, for any purpose. 17 black degrees from 6B softest to 9H hardest, and also hard and medium

copying. Write for box of test samples— FREE!

American Lead Pencil Co. 205 Fifth Avenue, N. Y.

# MATS

and

## **STEREO** TYPES

of Quality

## J. T. BUNTIN, Inc.

209 West 38th Street, New York Phone, Greeley 4240

### St. Louis Convention Proceedings

(Continued from page 6) most cases the advance has been slight and out of all proportion to the enormous increase in manufacturing costs, and to the advances that have been made in prices of non-advertised goods. On the other hand, a surprisingly large number of advertised products are still holding to their old prices. This evening President H. S. Houston received a telegram from the editor of PRINTERS' INK. saving that statements from many manufacturers had been received in which they asserted that there has been no increase in the prices to the consumer of the followingmentioned products since August, 1914:

Victor Talking Machines, Wrigley Gums, Gillette Razors, Under-Typewriters, Coca-Cola. wood Nujol, Old Dutch Cleanser, Walter Baker's Cocoa and Chocolate, Cuticura Soap, Style-plus Clothes, Carbona. American Chicle Gums, B. V. D. Underwear, Three-in-One Oil, Burnett's Extracts, Hire's Root Beer, President Suspenders. Pear's Soap, Life Saver Mints, Daggett & Ramsdell preparations, Remington Typewriters, Bon Ami. Air Float Talcum, Barrington Hall Coffee, Royal Typewriters, Pompeian creams, Hinds cream toilet specialties, Boston Garters. Junket flavoring extracts, Dromedary Coconut, Jello, Krementz Collar Buttons, Absorbine Ir.. Shinola, Luden's Cough Drops, Odo-Ro-No, Blue-jay Corn Plasters, O'Cedar Oil, Edison Phonographs, Smith Bros. Cough Drops, K. C. Baking Powder, Ryzon, Resinol Soap, Hoosier Kitchen Cabinets. Auto-Strop Razors. Comptometer, O'Sullivan Rulber Heels, Calox, Carbola, Sloan's Liniment. Kazoo Suspender Waists. Whitman's Sampler Candies, Allen's Foot-Ease. Columbia Graphophones, Crackerjack.

Sidney B. Taylor has resigned as treasurer and as member of the burd of directors of the Manternach 50., Hartford, Conn.

Time to Work Garden as Advertising Argument

The Quaker City Rubber Company, nanufacturer of packing, features in its echnical advertising a picture of a man pading a garden. The copy, which is addressed to power-plant engineers,

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pading a swideressed to power-plant cugular didressed to power-plant cugular tarts as follows:

"Now I have time to work any war arden. My truck patch ought to be at its best right now, but every time I ried to get things planted I had to live it up because of night and Sunday work repacking the stuffing-boxes of the engine, pumps and compressors. But low I use P. P. and the overwork in more. Of course it's a little late get a garden started but better late than never.'"

Senate Debates Webb Bill

A debate took place recently in the Senate on the bill introduced by Sen-

Senate on the bill introduced by Senator Pomerene, to exempt combinations of American concerns for export trade from the operation of the Sherman Anti-Trust Law and the Clayton Act.

The proposed act (known in the House of Representatives as the "Webb B II"), would leave such combinations subject to the jurisdiction of the Federal Trade Commission, and would not permit them to indulge in practices amounting to unfair competition under the Federal Trade Commission Act. It would, however, allow them to employ. would, however, allow them to employ,

in foreign trade, the economical methods in use by their competitors abroad, and which are possible only as a result of combination. Considerable opposition to the bill developed, based mainly on two considerations, one of ethics and the other of expediency.
Senator McCumber and others argued

Senator McCumber and others argued that it was wrong to permit methods to be used against foreigners which would be criminal if employed against our own citizens. In reply to this, it was pointed out that Americans in foreign trade find such methods in use by their competitors, and are handicapped if not allowed to meet them in kind.

Uses Motor Truck to Drive a Tube Cleaner

Tube Cleaner

An unusual method of cleaning a boiler with a Liberty Cleaner is told in the advertisement of the Liberty Manufacturing Company in Power. The Buttler-Howell Company, of New Brunswick, N. J., took its powerful automobile truck, backed it up to the building housing the boiler and belted it to the air compressor. As a result the boiler was cleaned quickly and the owners of the Liberty Cleaner dug themselves out of a hole when their single boiler was shut down, depriving them of the usual means of operating their compressor. The advertising value of the case lies in the novelty of the plan used to get around a difficulty.

### MOVING PICTURE ADVERTISING

Free illustrated booklet explaining how moving pictures are made to advertise, and containing interesting description of laboratory-studio, sent at request.

### ROTHACKER FILM MFG. CO.

Successor to INDUSTRIAL MOVING PICTURE CO. The Senior Specialists in Moving Picture Advertising

1335 DIVERSEY PARKWAY - - CHICAGO, ILL., U. S. A.



CLEVELAND ONTARIO ST.

PRODUCERS & DISTRIBUTORS OF THE BEST ADVERTISING FILMS IN FILMDOM

FOR HATIONAL & LOCAL ADVERTISERS THE MOST EFFECTIVE, ECONOMICAL & ADVANCED FORM OF PUBLICITY

INVESTIGATE OUR PROPOSITION

-VISUALIZED PUBLICITY TELEGRAMS-

# The Little Schoolmaster's Classroom

HERE is a trick of stagecraft that never fails of an effect which the copy-man sometimes em-That is ploys to good advantage. the stage within a stage, or the ad within the ad. To even the most sophisticated theatre-goer the double-audience stunt is amusing and double-focusing. The mounte-bank show in "I Pagliacci" is a more classic example from stageland, while the Schoolmaster remembers with some delight how Blanche Ring used to sing the "rings on my fingers" song with her back to the real audience and facing an orchestra circle of "ringers" on the actual stage .

Recently he noticed a full-page advertisement for Woodbury's facial soap, a boudoir scene with two women in negligee, one washing her face and the other, seated, looking up from a large double-truck advertisement of similar import. "Do hurry and finish, so I can try it, too," the seated one exhorts the other. This kind of copy sort of lifts the reader into the advertisement itself; serves, in a way, to make him or her forget that it is he or she read-

ing it.

Cream of Wheat gets a lot of credit for advertising on bill-boards, simply because one of its favorite magazine stunts is to show an advertisement of its chef on a billboard in an outdoor scene.

Lots of catalogues show the family seated around the table, reading a copy of the self-same catalogue (the cover tells you so).

Or, again, this advertising of advertising was carried out in the case of a screed for Koh-I-Noor snap-fasteners, showing a lady with shirtwaist gaping at the back, lamenting, "Why didn't I do what the ad told me too?"

A little of this goes a long way, however. If everybody tried it at once, or even three or four in the same issue, you can figure how flat it would fall. It's one of those trumps to spring where it may be least expected. And you can't ever tell that it's going to take even then.

W. M. Zintl, advertising manager of John Lucas & Company, told the Schoolmaster the other day that in the paint business, as in so many other lines, the retailer is constantly besieged with follow-up literature from the various manufacturers who are anxious to get him to handle their goods. He may not pay much attention to most of this material but the very bulk of it is bound to impress him. Furthermore, some of this matter may be effective enough to interest the dealer and get him to thinking that the firm whose line he is handling is, by comparison, neg-lecting him. There is always the danger that he may get an idea that "his" manufacturer is not so live as some of the others who are seeking his business so aggressively. "Therefore," said Mr. Zintl, "it is essential that once you sell your dealer, he must be kept sold."

The Lucas people accomplish this by keeping their dealers acquainted at all times with what they are doing, not only in advertising, but also in every other way to send more business to them. A steady bombardment of literature lets the trade know that this manufacturer has not gone into winter quarters. The mailings are miscellaneous and in irregular sizes and of different types, so that the dealer will not get tired of seeing the same old thing, and as a result fail to look at it.

A novelty used in this campaign is a wedge-shape flap, which slips over the top of the letter-head. It consists of a piece of paper about five inches square, folded diagonally, thus forming a two-ply wedge, half of which goes below the letter and the other half above. The bottom half is left blank, but on the top half is

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a sixty or seventy word message. The appearance of this wedge is so unexpected and sticks out so prominently that it is hard to

escape reading it.

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"By the consistency of these wedges, which have vivid color chemes," said Mr. Zintl, "we attract the dealer's attention, and even though the same wedge gets to the dealer twenty times during the month, it serves the purpose of pounding home the fact that we are doing something in his interest, and pleading for his cooperation-just like the old story of the constant dropping of water on the stone.

"We try to change these forms. every month, depending, however, on the supply we have on hand as we near the end of the month. Some months run a little heavier in correspondence than others, but on an average I should say that we use about nine in a year."

Reports from the salesmen and occasional comments by customers show that these wedges are performing their mission.

It might seem strange to remark that a certain large tire manufacturer and advertiser is fortunate in having fewer contracts with automobile manufacturers this year than formerly. To be sure, there is some value in having its tires sold with a new car, in that the purchaser may possibly be inclined to ask for the same brand when buying new tires, especially if they give good service.

But there are competitors advertising their own tires heavily. And human nature is ever willing to try new things, while the auto owner is more than usually in-

quisitive in this respect.

When we consider, then, that, according to report, this company cannot fill its demands from the trade, the slackening in automobile manufacturer contracts does present a good situation. In the first place, such contract prices are lower than trade prices. But the most important point, as the Schoolmaster sees it, is that the manufacturer, being in a position better to supply the trade, can now begin to benefit more fully

## Classy Printed Matter

requires good pressmen and proper mechanical facilities. If illustrated, the ENGRAVINGS are of, We would rather you at least, equal importance. would judge us by what we do for national adver-tisers than by our claims. The deeper you probe for satisfactory Engraving service the closer you come to us.

Most of the critical buyers who try us once, stay with us. If you are not getting entirely satisfactory service from your present engravers, your next step is obvious.

#### GATCHEL & MANNING PHOTO-ENGRAVERS PHILADELPHIA



suffer where for one cause or another the supply cannot keep pare with the demand. Such a position might seem anomalous, but with heavy and keen competition, the dealer and consumer cone first as furnishing the big repeat business, and anything that tends to improve the situation at this end is a move for the better.

from the extensive trade-prome-

tion work and heavy consumer a vertising that must necessariy

"1600 Business Books"
Lists over 2,100 books, directories, maps

We reproduce this

familiar Trade Mark

Lists over 2,100 books, directories, maps and periodicals covering every line of commerce. Gives publishers' names and prices. (1917 edition) 223 pages, cloth. \$1.50 Postpaid.

Papier Mache Co.

Canton, O.

THE WILSON CO.
White Plains New York

Glass Head Pins



The Schoolmaster is glad to see that after having stuck on the ways pretty badly, the Liberty Loan of 1917 seems to be going forward again safely. He is inclined to suspect that there may have been quite a change of heart on the part of some Government officials who were at first cheerfully confident that the people of the country would rise up and over-subscribe the bond issue without knowing the size of the bonds, their maturing dates, the terms of payments, nor where to get them. It is known that the Government in the first stages of the loan treated rather negligently the offers of the banks to help. Later, however, Mr. McAdoo saw the light and sent a hurry call to the bankers for aid.

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It is perhaps only natural that this misapprehension on the part of Washington should have existed, since no one is in a worse position to learn anything about the effective power of organized publicity than the average public man. The men behind the loan are apparently very far, even yet, from realizing the conditions of public information and inspiration which are necessary before Mr. Average Citizen will dig down and put his savings in the hands of



genmed label specialists.

Send for full particulars and eatalogue
McGOURT LABEL CABINET CO.

II. H. BLACK, Pres.

Bradford, Pa.

Bradford, Pa.



he Government; but certainly the reasury Department is at present moving in the right direction.

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#### Among Advertisers inquiry About Printed Matter

The Paper Makers' Advertising Club, a account of the uncertainty in some quarters regarding the probable effect of the war on the printing business, re-cently sent out more than 100 letters of inquiry to some of the largest advertis-ers and largest users of printing in America. In the letter each buyer was America. In the letter each buyer was asked if his concern was ouying more pinning or less printing on account of the war; if his concern was likely to use more printing after the war, and if the demand for more efficiency after the war would stimulate the use of more direct-by-mail advertising.

To date 48 replies have been received, of which 41 are from concerns that have neither made nor contemplated any curtailment in the use of printing as a result of the war. Among the concerns who replied to the Paper Makers' Advertising Club's inquiry are the following: North Western Expanded Metal Company, Chicago; Todd Protectograph Company, Rochester; Harley-Davidson Motor Company, Milwaukee; Hendee Manufacturing Company, Springfield, Mass.; Atlas Portland Cement Company, New York; Taylor Instrument Companies, Rochester; Remington Typewriter Company, New York; John Lucas & Co., Inc., Philadelphia; American Steel & Wire Company, Chicago; and the American Optical Company, Southbridge, Mass. of which 41 are from concerns that have

Southbridge, Mass. Many of the concerns who replied to the inquiry stated that they were buy the inquiry stated that they were ouying more printing than formerly, and
those who had reduced their expenditures for printing explained that it
was due either to inability to get-certain necessary supplies in manufacturing their product or to the increase
in the price of paper and printing. In no instance was the explanation based on poor business conditions.

F. S. Young Becomes Advertising Manager

F S. Young has become advertising manager of the Stanley Motor Carriage Company, Newton, Mass. He was formerly associated with the Stalker Advertising Agency, Toledo, and was tate advertising manager of the Allen Motor Car Company, Fostoria, Ohio, and more recently with the Amco Motor Company, Norwalk, Conn.

#### Lincoln Freie Presse LINCOLN, NEB. Actual Average 133,992

biggest circulation is in the States lows, Wisconsin, Minnesota, Nebras-Illinois, etc., in the order named, subscriptions paid in advance, rate, 35c.

Popular Mechanics Magazine is for sale on more newsstands in the United States and Canada than any other Magazine

Total Newsstands - . 39,818 Popular Mechanics sold by, 34,859

## Keeshe ADVERTISING CO.

OLDEST AND LARGEST ORGAN-IZATION IN THE SOUTHWEST.

## Oklahom

**Booklets** 

AND

Many of America'sprominent advertisers,

advertising agencies and commercial houses requiring high-class printing use

CHARLES FRANCIS PRESS

Printing Crafts Bldg., New York Eighth Avenue, 33rd to 34th Streets Catalogs

Telephone 3210 Greeley Printers of PRINTERS' INE



Highest in QUALITY, Lowest in PRICE.

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BUFFALO AUTOMATIC MFG.CO. 457 Washington St., Buffalo, N.Y.

## Classified Advertisements

#### HELP WANTED

Stenographer and Typewriter-assistant bookkeeper. Girl familiar with agency -assistant bookkeeper. Accurate and reliable worker. State age, experience and salary required. Agency. Box 533, Printers' Ink. Wanted-Man capable assuming charge circulation, advertising, make-up and office detail, by small class publication; moderate salary, permanent; opportu-nity advancement. Box 528, P. I.

OPPORTUNITY KNOCKS Creative advertising woman needed-now, to stimulate business for progressive, popular moving picture magazine with 130,000 circulation weekly. Must have knack to lay out and write small store ads. Box 536, Printers' Ink.

WANTED-Live Editor for WANTED—Live Editor for Trade Journal, one who understands thoroughly make-up and live news. Paper devoted largely to sporting events. Must have good personality and be a good mixer. No booze-fighters need apply. Write fully your experience in editorial field; also salary wanted. Box 530, P. I.

I WANT A MAN

with an idea, specialty, novelty or publication, in the Printing, Lithographing, Binding or Paper Line, that will keep my Hundred Thousand Dollar Plant so busy on my own stuff that I can cut out, eventually, competitive work for others. It's the finest plant on the Pacific Coast. Box 526, care Printers' Ink.

WANTED—At once, a growing man, by a fast-growing retail clothing and furnishing firm, with stores in western Ontario cities; to take charge of advertising department. Pep, not hot air, essential; a good opening for a present ambitious understudy of some live advertising man or firm to step out on his own account. Apply, giving on his own account. Apply, giving experience, etc., to Box 532, care Printiving ers' Ink.

Assistant to General Manager of large manufacturing concern (outside New York). A wide-awake, aggressive American, well trained in modern office management. This position requires a man of keen mind, strong personality, courage, ambition, observation, initiative, persistence and common sense—one thoroughly familiar with efficient systematizing of work and records. It offers a big future for the right man. Give full details in first letter. Box 527, care Printers' Ink. Assistant to General Manager of large

#### MISCELLANEOUS

### PRINTERS' INK BACK COPIES; Sets or Single. S & M Inc. 450—4th Ave., N. Y.

Advertising plays and educational industrial pictures are made and distributed by the E. I. S. Motion Picture Corp., 205 W. 40th St., New York City.

Practical newspaper man of Washington, D. C., desires to secure lease of paying daily or weekly paper for three years with privilege of buying. S. H. Carr, The Balfour, Washington, D. C.

Wanted-Something to publish. Printer will finance, on a fifty-fifty basis, any legitimate publication or book that will sell at a profit. Address Box 531, care Printers' Ink.

R OMEIKE'S PRESS CLIPPING BUREAU, 106-110 Seventh Avenue, New York City, sends newspaper clip-pings on any subject in which you may be interested. Most reliable bureau. Write for circular and terms.

## For Buyers of Advertising

Concentrated, common-sense facts and Concentrated, common-sense racts and statistics completely revealing trade conditions, relative value various mediums, etc., in LVDIATT'S BOOK. Independent, authoritative. New 1917 edition just out. 350 p., \$2, postpaid. W. A. Lydiatt, 53 Yonge St., Toronto.

#### POSITIONS WANTED

Advertising or Sales Manager (or Assistant A. and S. Manager). Present salary \$50 a week. Age 30. Change desired for excellent reasons. Drug store sired for excellent reasons. Drug sto or grocery field preferred. Box 535.

Advertising and Sales Manager, ac-customed to responsibility. Aggressive, resourceful executive, with selling instinct, practical experience, flexible mind, splendid record. A well-seasoned man. Box 529, care Printers' Ink.

Young man, 20, full of energy. Five experience. Familiar years' agency experience. Familiar layouts and copy; handle responsible details; stenographer, typist. Desires position as assistant agency or manufacturer. Box 537, care Printers' Ink. Salesman, familiar Drugs, Sundry, Dept. Store Specialty trade, Middle West, South, available June 15th. Only legitimate sales proposition, requiring tact, resourcefulness, intelligent application Mr. C., 4608. Calumet St., Chicago. Ready to take Responsibility and build Profitable Business for You. Ten years publishing experience. Now employed \$2500. If you need Increased Efficiency to meet Increased Costs let me helpsolve your problems and Get Results. Box 534, care Printers' Ink.

#### MANAGER DESIGNER

OF ADVERTISING
Thorough knowledge printing and
newspaper advertising management. Three years of agency experience. The interview will convince you of an unusual investment of services after June 15. Box 539, care PRINTERS' INK.

Young man (33) with 19 years' office and practical printing experience, thereand practical printing experience, unough knowledge of paper, cuts, composition, presswork, binding, proofreding, etc., compiling of folders, catalogues, etc., seeks position in advertising department, with large buyer of printing or with large printing house. Box 538.

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# SCRIBNER'S

THE LEADING HIGH-GRADE

# GAZINE

has a distinct personality

PULL-TOGETHER

19

#### OUR ADVERTISEMENT WINS PRIZE OFFERED BY SCRIBNER'S MAGAZINE

It is gratifying to know that the great bulk of our dealers fully appreciate the value of our devertising campian. Some-times, though, we hear of a dealer who lacks appreciation of the buying influence caused by our national advertising. To impress the value of our national advertising on our many dealers, from a woman's viewpoint, we tell you of a recent contest run by Seribner's Maga-zine.

In a recent issue, the readers of Scrib-ner's Magazine were asked to look care-fully over the advertising section and to "pick out the three advertisements you like the best. Then write a 100-word criticism about the one you call the best of all."

A handsome \$54.00 set of Robert Louis Stevenson's works (27 volumes) was offered to the one writing the best

The prize was won by Miss A. U. Richards, East Lynn, Massachusetts. Miss Richards selected the advertisement of Crane's Linen Lawn (see illustration) as the very best and her criticism follows:

"It's the kind of advertisement that makes you wish your station-ery bore their trade mark, if it doesn't, and rejoices your heart if it does.

Its clean white space challenges your attentio

It suggests the dainty, fastidious taste in every line. It puts Crane's Linen Lawn into

your consciousness. It says it's correct.

Beholding the taste of the makers before us, we believe.

It bespeaks its true aristocracy in its exquisite simplicity, its fine lettering, its brevity.

The quaint drawings are as smart as the dreamy young lady from cockatoo to her curl.

"The good old-fashioned qual-ity' folk are a joy with their hints of charming duplicity and lovers'

This unity of illustration, typo-graphy, and text will go far toward making Mrs. X. ask for Crane's."

"Yes, there's a box of Crane's at my elbow—my friends know I use it—they read Scribner's too—now, what woman could resist the lure of that cheering commentary on her good taste?"



ratic writing paper bring dant of a long line of

EATON, CRANE & PIKE CO.

Back of the story of this contest is the key to the secret of the popularity of not only Crane's Linen Lawn, but of all of our other lines. The many qualities which Miss Richards has outlined in her prize winning letter are obvious to all women who are socially well-informed and whose taste is inclined toward the best in quality and style of stationery. Dealers may feel absolutely sure that the same thoughts as expressed in the above letter actuate a similar favoritism for our lines in the minds of thousands of other American women.

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# Furniture Advertising

in Chicago newspapers should be a guide for advertising agents.

THE CHICAGO TRIBUNE in 1916 printed more furniture advertising than the other two morning and Sunday papers combined, and more than any TWO EVENING PAPERS.

512,992 Agate Lines.	THE CHICAGO TRIBUNE.	
331,066 Agate Lines.	The News.	
230,741 Agate Lines.	The Examiner.	•
225,041 Agate Lines.	The Herald.	
142,806 Agate Lines.	The Journal.	
113,242 Agate Lines.	The American.	
41,006 Agate Lines.	The Post.	

The biggest furniture advertisers in Chicago used more space in THE TRIBUNE in 1916 than they used in ALL THE EVENING PAPERS COMBINED.

If you want to reach the "home people" advertise in

## The Chicago Tribune

The World's Greatest Newspaper

(Trade Mark Registered)

Send for "Analysis of Chicago Newspaper Advertising for 1916."